

**THE RISE OF SHARING ECONOMY – THE IMPACT OF
TRAVELLERS' REPURCHASE INTENTION OF AIRBNB AND ON
THE HOTEL INDUSTRY**

By

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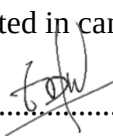
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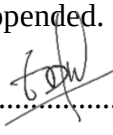
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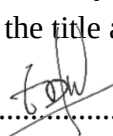
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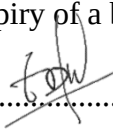
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Abstract

Purpose – This study aims to investigate the elements that encourage travellers to consider reusing Airbnb, especially if there is a shift in behaviour after the COVID-19 outbreak.

Design/methodology/approach – The data was gathered using both qualitative and quantitative methods. The main data-gathering tool was a questionnaire, which was augmented with a focus group. An online questionnaire was distributed to 400 worldwide Airbnb users, and SPSS was used as the statistical tool. This study proposes and tests an integrative model that synthesizes the Technology Acceptance Model (TAM), Service Quality (SERVQUAL) model, and other Airbnb-relevant factors (Trust, Perceived Risk, Information Quality, Service Quality, eWOM, Economic Benefits) as the primary determinants of the Repurchase Intention on Airbnb.

Findings – Factor analysis revealed that Information Quality and Service Quality are the most critical factors that impacted Repurchase Intention. The co-relation test indicated that the variables in this study might be predicted with a high degree of confidence level (99%). Economic Benefits are the most important factor and the highest correlation with Repurchase Intention. At 95% confidential level, age, ethnicity, and the number of kids in the family have significantly influence travellers' Repurchase Intention on Airbnb.

Originality/value – This study adds to the sharing economy, specifically home-sharing, by investigating many elements that influence trust and behavioral intention; therefore, it can help marketing practitioners improve their marketing techniques for this market niche. This study investigates the reasons why tourists will continue to use Airbnb. Knowing Airbnb users' repurchase intent will help Airbnb build effective ways to drive favorable repurchase behaviors.

Limitation and Future Research – Current research has a limited data set, and the majority of respondents are Asian and have no kids in the family. Future survey questions may differentiate between hosts and users for the global setting, focusing on families with at least one child and collecting the same proportion of survey responses from each targeted nationality to ensure the comparison is more precise.

Keywords – Airbnb, Sharing Economy, Repurchase Intention, Economic Benefits, Service Quality

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Finishing my MBA will not be the end of my journey of self-improvement; I hope to apply all of the skills and insights I gained to my daily job in order to achieve success with the company for which I work.

Finally, I would like to thank the hundreds of people who took the time to complete my survey, as well as those who assisted me in disseminating it. This dissertation would not be possible without your participation and assistance, for which I am extremely appreciative. I truly hope you find the study's findings fascinating and instructive.

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List of Abbreviations

Abbreviations	Definition
AI	Artificial Intelligence
Avg	Average
CLT	Central Limit Theorem
CRM	Customer Relationship Management
df	Degrees of freedom
EB	Economic Benefits
EMEA	Europe, the Middle East, and Africa
eWOM	Electronic Word of Mouth
GDP	Gross Domestic Product
IPO	Initial Public Offering
IQ	Information Quality
IoT	Internet of Things
KMO	Kaiser-Meyer-Olkin
MD	Mean Difference
MLR	Multiple Linear Regression
P2P	Peer-to-Peer
PR	Perceived Risk
RI	Repurchase Intention
SERVQUAL model	Service Quality Model
Sig	Significance Value
SLR	Simple Linear Regression
SQ	Service Quality
T	Trust
TAM	Technology Acceptance Model
VIF	Variance Inflation Factor

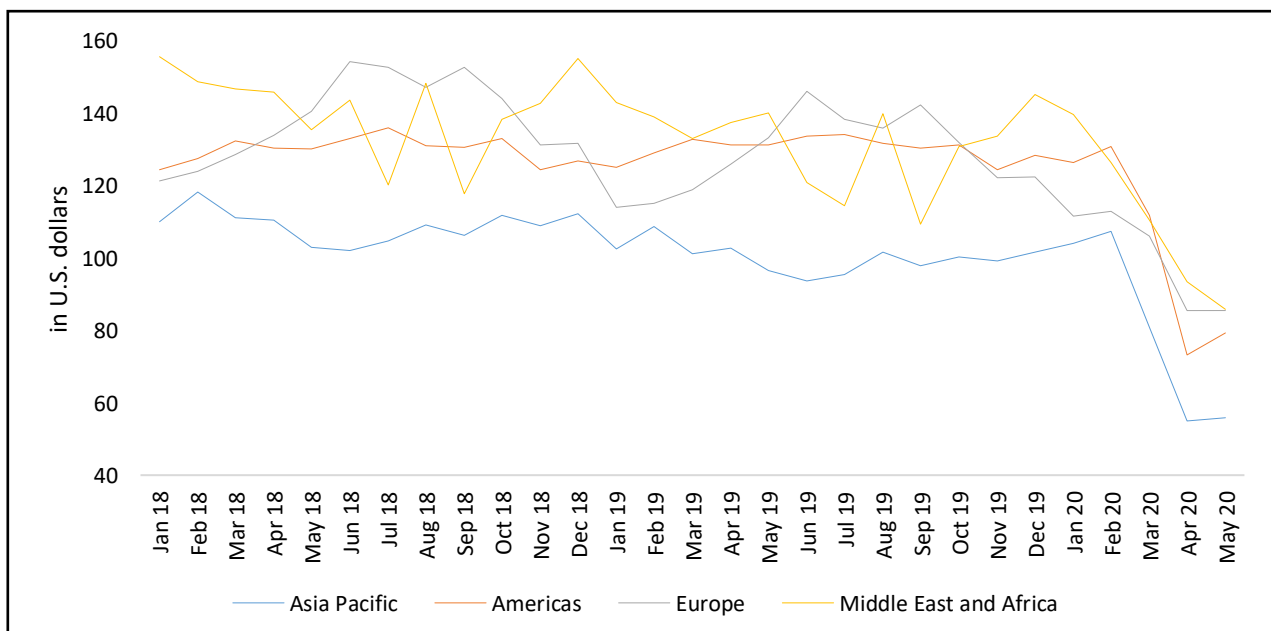
Chapter 1: Introduction

The overarching goal of this research is described in this chapter. To begin, a brief overview of the research's background is provided. Secondly, the motivation for this research is discussed concerning the sharing economy and the repurchase intention of Airbnb. It is also explained why this particular subject was chosen and the value of this research's findings. Finally, the research questions and limitations are defined.

1.1 Research Background

The outbreak of novel coronavirus in 2020 and 2021 had a significant impact on the hotel industry. The global revenue of the travel and tourism industry in 2020 was 396.37 billion US dollars, a 42.1 percent decrease from 2019 (Lock, 2020). Over the last two years, most countries' travel restrictions have been strengthened, released, and then tightened again in response to the recent surge in new COVID cases, spurred by the Delta variant found in early 2021. Some governments hold to the "Zero COVID" stance, refusing to tolerate any new cases within the country that significantly impact travel restrictions (Bloomberg, 2021). Taking China as an example, in the first half of 2021, domestic travellers declined by 40%, as did domestic tourist spending (Ji, 2021). Due to the lower occupancy rates, most hotels lowered the daily transient rate to attract domestic visitors (Figure 1).

Figure 1: Hotel Industry Monthly Average Daily Rate from 2018 to 2020



Source: (STR Global, 2020)

As illustrated in Figure 1, global hotels experienced a significant revenue decline in 2020 due to changing travel conditions. Daily room rates have decreased significantly, particularly in Asia, the Middle East, and Africa.

Although the hotel and tourism industries face numerous issues, the sharing economy concept has ushered in a new age. Airbnb is a widely recognized example of the sharing economy paradigm. Uber is another well-known company that uses this model. A peer-to-peer ("P2P") transaction platform is enabled by the sharing economy concept, which involves providing and sharing access to underutilized assets, appealing to the internet and mobile platforms, and thereby allowing P2P networks to grow even more (Cusumano, 2015).

Airbnb is primarily a marketplace for hosts to rent out their residences or rooms to guests. However, lesser travel activities globally would have impacted the business in the last two years. Furthermore, travellers' usage preference might shift after the COVID-19, which they may or may not use Airbnb again. Some experts believe people may now favor traditional hotels over home-sharing because of hygiene standards, yet some experts believe that sharing services will bounce back and ultimately flourish again. However, academic studies on the effect of the COVID-19 on the sharing economy are largely absent. Thus, it would be meaningful to explore how tourists' attitudes of staying in sharing accommodations have evolved in the wake of the COVID-19. Based on the aforementioned phenomenon, the author researched travellers' repurchase intention on Airbnb.

1.2 Research Motivation

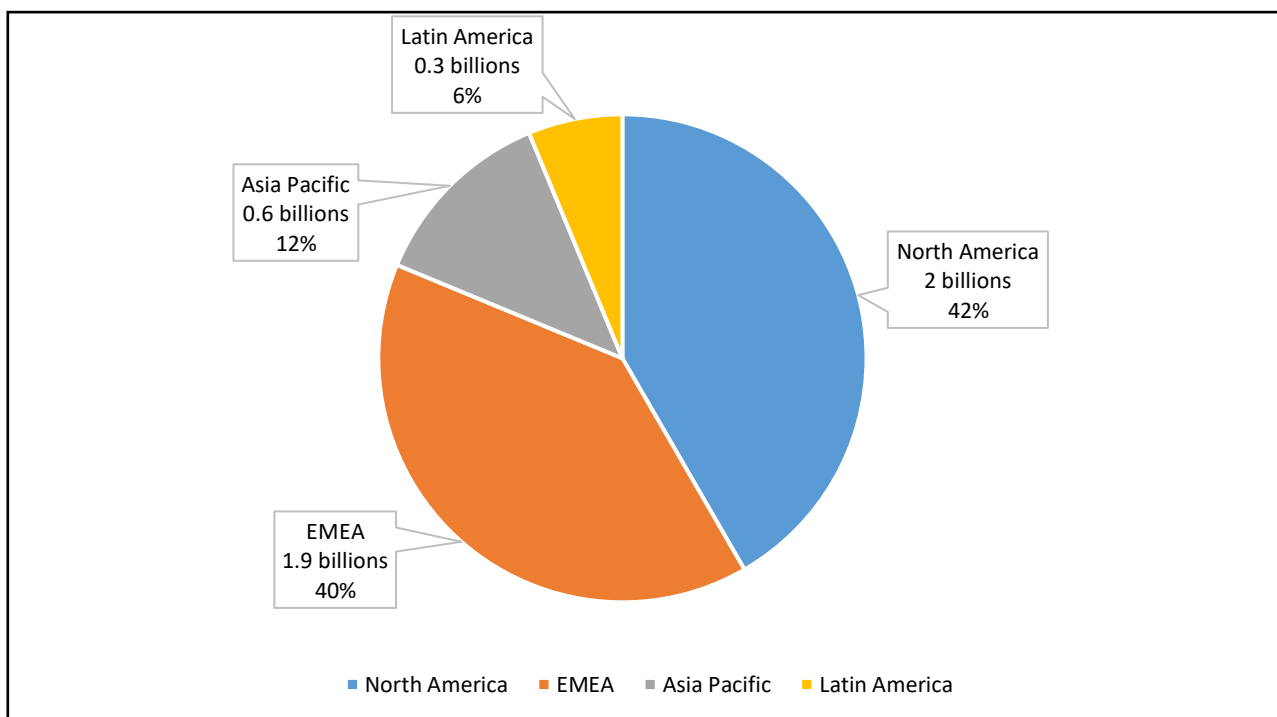
Sharing economic businesses connect asset owners with people who want to use their assets. The owners grant the user access to the asset via the service in exchange for a fee. Home-sharing, ride-sharing, and office coworking spaces are the three most common types of sharing.

Home-sharing platforms connect users with people who are willing to share their homes for a fee on a short-term basis, providing an alternative to traditional hotel accommodations. Airbnb is the most well-known company that has put this concept into action, which provides an online platform for individuals to rent out space in their homes to those in need of temporary accommodation. The concept is similar to a traditional hotel, except that Airbnb is provided at a lower cost in a private residence. As a result, customers seek more authentic experiences and lower travel costs, fueling the

global expansion of the home-sharing economy.

The concept of sharing economy is rising. Airbnb is currently the market leader in the home-sharing industry. Since the company's globalization activities began in 2011, it has penetrated the accommodation market in nearly every country on the planet. North America accounted for most of Airbnb's global revenue in 2019, totaling two billion US dollars. Meanwhile, the EMEA region (Europe, the Middle East, and Africa) absorbed nearly as much as North America (Figure 2).

Figure 2: Airbnb Revenue Worldwide in 2019 (in U.S. Dollars), by Region

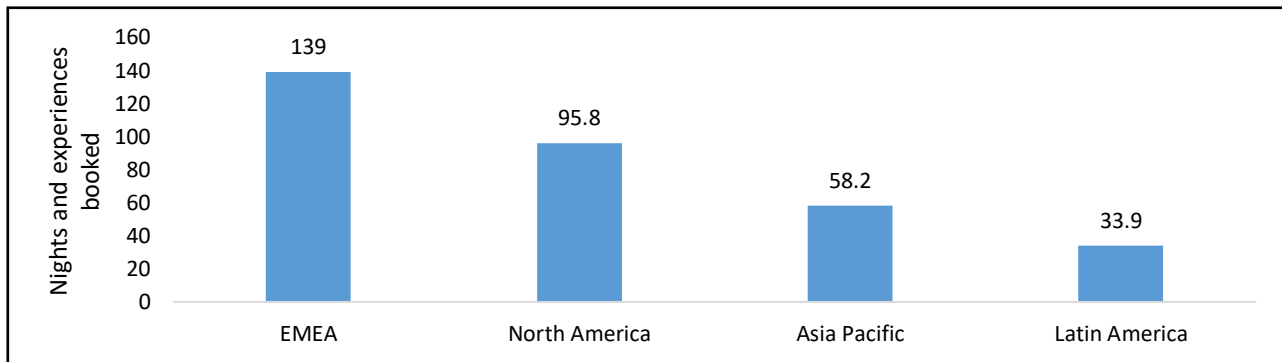


Source: (Airbnb, 2020, p. 146)

With the strong foothold in the globe, Airbnb listed on the Nasdaq at USD 146 per share in October 2020, a significant increase from the company's initial public offering (IPO) price of USD 68 per share, which raised USD 3.5 billion for the company (Hussain and Franklin, 2020). The IPO represents a turnaround in Airbnb's fortunes after the COVID-19 pandemic severely harmed the company.

Prior to the COVID-19 pandemic, Airbnb's business was thriving. With 139 million bookings, the EMEA region led the way in terms of Airbnb nights and experiences booked globally, 43.2 million more than North America (Figure 3).

Figure 3: Bookings of Airbnb Nights and Experiences Worldwide in 2019, by Region

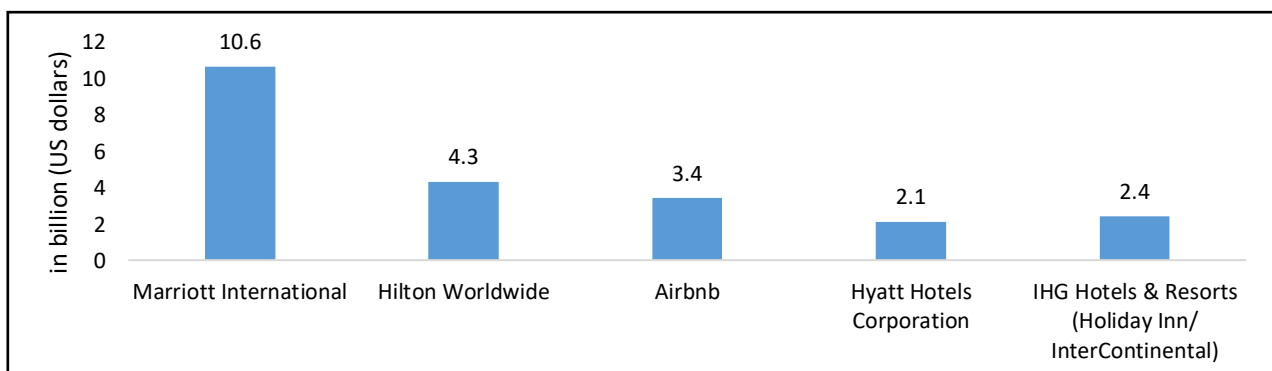


Source: (Airbnb, 2020, p. 146)

Airbnb would have continued to grow in EMEA and North America if the pandemic had not occurred. Furthermore, it may have pursued expansion strategies in the Asia Pacific and Latin America. However, the COVID-19 pandemic significantly impacted the entire hotel industry, including the world's largest hotel chains (Andrea *et al.* 2020).

According to Figure 4 below, the revenue of Airbnb in 2020 (Yahoo! Finance, 2021a) is compared to that of Marriott International (2021, p. 26), Hilton International (2021, p. 48), Hyatt Hotels Corporation (2021, p. 58) and IHG Hotels and Resorts (2021, p. 52).

Figure 4: Sales Revenue of Leading Hotel Companies in 2019 (in Billion U.S. Dollars)



Source: Constructed by the author

Indeed, in 2020, Airbnb outperformed Hyatt Hotels and IHG Hotels & Resorts in terms of revenue during the COVID-19 pandemic. With its revenue and bookings, Airbnb has established itself as a competitor to the traditional hotel industry. According to Chang (2020), luxury hotels can attract high-end customers by offering superior service and charging a premium. In contrast, low-quality hotels can compete with Airbnb by providing lower rates.

However, due to the COVID-19, travellers' preferences may have shifted, and previous research may no longer be relevant. These uncertainties are the impetus for this study, which aims to determine what factors may or may not motivate travellers to repurchase from Airbnb once the travel industry has recovered from the COVID-19 pandemic.

Apart from benefiting Airbnb by identifying repurchase intent, this study should help the hotel industry by providing hoteliers with insights on how to compete with potential Airbnb users while increasing the repurchase intention on traditional hotel accommodations.

1.3 Research Questions

Despite the success of Airbnb, it is widely regarded as a problematic business venture. While some scholars have highlighted the disadvantages of Airbnb, others have shown its potential. Scholars have shown that Airbnb has boosted housing prices and evicted residents from tourist areas (Mody *et al.* 2017). It has also impacted traditional lodging, with studies indicating that Airbnb reduces traditional hotel rooms' revenue (Zervas *et al.* 2017). Several doubts have been raised due to regulatory problems worldwide (Honan, 2021), and Airbnb is considered illegal in some locations (Zaw, 2020). Neighborhoods have complained about the drawbacks of living near an Airbnb host, including noise (Downes, 2021) and safety issues (Radio New Zealand, 2021).

Nevertheless, strangers from all over the world are welcome to stay at Airbnb hosts' homes. Therefore, it's an excellent topic to dig deeper into the variables influencing travellers' willingness to use and repurchase from Airbnb. In light of this context, this study seeks to address the following questions:

- 1) What are the critical factors that may influence travellers' intention to repurchase on Airbnb?
- 2) What aspects are influenced by those factors, and what implications do they have for travellers' intent to repurchase on Airbnb?
- 3) Does travellers' perception of risk influence their decision to use Airbnb?
- 4) Is negative news or word-of-mouth influencing Airbnb users to repurchase?

While Airbnb may drive some customers away from hotels, other scholars believe it may create new demand (Zervas *et al.* 2017). Different viewpoints have also demonstrated Airbnb's beneficial effects. Airbnb has been shown to provide significant economic, financial, and social benefits. According to a study published by Airbnb on the economic impact of its operations in Australia, the company

contributed \$10.38 billion to Australia's GDP in 2019 and supported around 90,000 jobs (Airbnb, 2020a). Furthermore, in 2019, it contributed around RM3.9 billion to Malaysia's GDP, supporting 52,100 local jobs (Airbnb, 2020b).

Additionally, domestic and international tourism came to a halt as countries imposed severe travel restrictions to stem the spread of COVID-19. The pandemic has had the most significant impact on Europe's tourism industry, with overall revenue falling from USD 211.97 billion in 2019 to USD 124 billion in 2020 (Statista, 2020). On the other hand, Asia saw a massive loss of tourism jobs, totaling 63.4 million (World Travel & Tourism Council, 2020). Therefore, another research question is related to the pandemic:

- 5) Will travellers' behaviour change as a result of the COVID-19 pandemic?
- 6) Is Airbnb a threat to the traditional hotel industry?
- 7) How would Airbnb increase the repurchase intention from the existing users after the COVID-19 pandemic?
- 8) What is the targeted customer segment for Airbnb?

1.4 Research Aims and Objectives

The purpose and aims of this research were outlined in detail in this sub-chapter. Aims are presented in broad strokes and outlined what the author hopes to accomplish by the end of this research. Research objectives outlined the particular actions that the author took to reach the research aim.

1.4.1 Research Aims

This research aims to create a conceptual framework that empirically investigates the antecedents of users' continued usage intentions toward Airbnb. In addition, this study investigated how Airbnb might enhance users' repurchase intentions after the COVID-19 epidemic, depending on the following factors: trust, perceived risk, service quality, information quality, electronic word-of-mouth, economic benefits, and demographics.

Additionally, Airbnb may identify its targeted consumer based on this research's analytical results, then increase the repurchase intention of the targeted group after the COVID-19 epidemic.

1.4.2 Research Objectives

Given Airbnb's importance, popularity, and controversy, it is vital to research which factors impact people's intent to rebook from Airbnb. As a result, this study creates an integrated model based on a modified Service Quality ("SERVQUAL") Model to analyze the factors that influence travellers to repurchase from Airbnb. The model also includes important variables produced and adapted from literature: T, PR, SQ, IQ, eWOM, EB, and demographic factors.

This research focused on travellers' repurchase intention on Airbnb to address those research questions. As such, the study's objectives are as follows:

- i. To ascertain the seven factors: trust, perceived risk, service quality, information quality, electronic word-of-mouth, and economic benefits and demographics that influence Airbnb users' repurchase intentions;
- ii. To interpret critical seven factors relationship with repurchase intention of Airbnb which is affecting the hotel industry's sustainability based on focus group and survey for qualitative and quantitative respectively; and
- iii. To assess the impact of Airbnb on the hotel industry to provide recommendations based on the study's findings for hotel operators, online travel agencies, and hospitality providers in the areas of developing efficient marketing strategies as Airbnb continues to gain market share against an expanding rivalry.

1.5 Research Direction

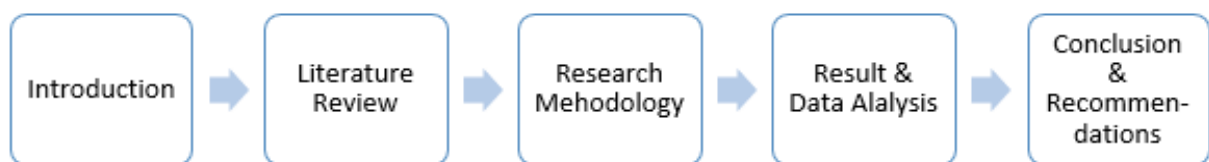
This research is relevant to Airbnb management because Airbnb can benefit from improving the variables and attributes that increase users' repurchase intentions. While this research result may also influence other business firms undergoing the sharing economy because it's crucial for the sharing economy to boost customers' RI after the COVID-19 pandemic.

This study also helps the management of the traditional hotel industry because they were able to identify the strengths and weaknesses of the Airbnb business from the result of this research. Then they would be able to implement new strategies that could help with the ongoing shortfall relative to Airbnb.

In light of the foregoing, this study is structured as illustrated in Figure 5. To begin, this study conducted a thorough review of the pertinent literature on the factors included in this study. The following chapter discussed the data collection process and methodology used. Following that are the steps necessary to formalize the hypotheses. Finally, the primary findings and recommendations of the research are discussed.

This research began in April 2021 and was completed by the end of September 2021, according to the flowchart shown in Figure 5. Appendix 1 summarizes the timetable for this research.

Figure 5: Flowchart of the Research



Source: Constructed by the author

1.6 Limitations on Research Background

While this research attempted to ascertain Airbnb users' and travellers' RI after the COVID-19 pandemic, customers spending preferences may have shifted and been influenced by other external factors along the way. Additionally, the pandemic status of COVID-19 has not been stabilized, and new variants have emerged, which may impact consumer preferences.

Additionally, this research examined the effects of eWOM on Airbnb, in which online comments and reviews on Airbnb, whether positive or negative, are not verified by any authorities; survey respondents may not have read all comments and reviews online as well. As a result, respondents' responses may be biased based on certain comments or were not answered from a macro perspective.

1.7 Summary

Airbnb has thrived as a leading example of the sharing economy model since its globalization. Despite the impact of COVID-19 on tourism, Airbnb's network has expanded to many countries and has an increasing number of users. Airbnb is a competitor to the hotel industry, but travellers' usage behaviour may have shifted due to the COVID-19 pandemic. However, academic studies on the effect of the COVID -19 on Airbnb are absent. As a result, this research comprehended and investigated travellers' RI on Airbnb in the context of the global pandemic.

Additionally, finding the targeted customers for Airbnb is essential for Airbnb to implement appropriate strategies to ensure its sustainability after the COVID-19 pandemic. Businesses must be sustainable to continue operating in the event of a disaster such as the COVID-19 disaster. (Lee and Trimi, 2021).

This research is divided into the following sections: The first part involves a review of the literature about the factors that influence repurchase intention and the role of Airbnb in this business model. The methodology section next discusses the methods used to gather, analyze, and interpret data. Following that, the findings are evaluated in light of Airbnb's sustainability prospects. Finally, the study's major conclusions are offered, along with some suggestions for further research.

Chapter 2: Literature Review

This chapter summarizes the current state of the literature on the factors that influence RI, including T, PR, SQ, IQ, eWOM, EB, and demographic factors. Furthermore, the literature organizes and constructs the theoretical framework that serves as the theoretical foundation for this study.

2.1 Repurchase Intention

Having repeat customers is essential for Airbnb, as to why it will bring in more revenue for businesses (Otim and Grover, 2006) and spread positive word-of-mouth through social networks (Mao and Lyu, 2017).

In terms of revenue in 2020, Airbnb has been a competitor to the traditional hotel industry, as shown in Figure 4. However, the virus outbreak may impact the Airbnb business, as some experts believe people may now prefer traditional hotels over home-sharing due to hygiene standards. Still, others believe sharing services will bounce back and eventually flourish again. As a result, it is critical to investigate travellers' RI for Airbnb after the COVID-19 outbreak.

The sections below describe the definition of RI based on literature and the measurement and how the hypothesis for this research was developed.

2.1.1 Definition of Repurchase Intention

RI is the subjective possibility of a buyer purchasing a product or service from the same seller or company again (Lee, 2016). The relationship between attitude and behaviour influences individuals' intentions to reuse a service or repurchase a product (Davis, 1989). According to Ajzen and Fishbein (1975), behavioural intentions measure people's interests, which causes behaviour or connects people's attitudes and recognition of service contributions.

Liang *et al.* (2018a) explained the importance for Airbnb to retain its existing clients because these customers can simply return to the traditional hotel business. Airbnb's long-term growth will undoubtedly be aided by a better understanding of the elements influencing travellers' RI (Tussyadiah, 2016). The key findings of the reviewed literature are summarized in Table 1 below; the current high demand in the sector necessitates the urgent discovery of context-specific antecedents or causes of

Airbnb repurchase desire (Mao and Lyu, 2017).

Table 1: Significant Findings from the Preceding Discussion of Repurchase Intention

Literature	Key findings
Mao and Lyu (2017)	· Attitudes and subject norms have a considerable impact on RI · Perceived value and risk directly affect attitude, which indirectly affects RI · Expectations for a unique experience, familiarity, and eWOM directly and indirectly impact RI
Birinci <i>et al.</i> (2018)	· Customer satisfaction directly impact RI · Perceived authenticity, Safety, and Security risk are the predictors of satisfaction · Time/ Convenience and product performance risks were found to be insignificant predictors
Guttentag <i>et al.</i> (2018)	· Five clusters motivate RI on Airbnb: Money savers, home seekers, collaborative consumers, pragmatic novelty seekers, and interactive novelty seekers
Liang <i>et al.</i> (2018a)	· Trust is a mediator between transaction-based satisfaction and RI
Liang <i>et al.</i> (2018b)	· PR has a negative effect on their perceived value and RI · Perceived value positively impact RI · Price sensitivity does not reduce customers' PR, but positively impact RI · Perceived authenticity lower PR · eWOM increase RI and decrease PR
Huang and Yu (2019)	· Both Airbnb and hotels have provided good services through the network platforms · Hotels' lodging services are better than Airbnb · Airbnb's experiences and satisfaction are higher than a hotel · Consumer satisfaction directly impacts RI and loyalty
Moon <i>et al.</i> (2019)	· Perceived credibility of peer online profile positively impact RI · Privacy concerns of online information disclosure positively impact RI
Mao <i>et al.</i> (2020)	· Trust in host and trust in platform positively influence RI · PR has influence Trust and RI
Jung <i>et al.</i> (2021)	· Perceived ease of use affects the perceived usefulness · Perceived usefulness fiercely impact RI
So <i>et al.</i> (2021)	· Perceived authenticity indirectly improves RI · Lowering PR and increasing perceived value will improve RI

Source: Constructed by the author

2.1.2 Measurements on Repurchase Intention

Mao and Lyu (2017) asserted that RI on Airbnb is influenced by attitude, subjective norms, perceived behavioural control, perceived value, PR, unique experience expectation, familiarity, and eWOM. According to Guttentag *et al.* (2018), Airbnb users are divided into five groups: money-savers, home seekers, collaborative consumers, pragmatic novelty seekers, and interactive novelty seekers; and RI

is influenced by six factors: motivation, interaction, home benefits, novelty, sharing economy ethos, and local authenticity. While Liang *et al.* (2018a) proposed that travellers choose to use Airbnb again due to the impact of their trust in Airbnb, trust in hosts, transaction-based satisfaction, experience-based satisfaction, and switching intention.

According to the reviewed literature (Table 2), this study adopted the research model that states that trust has a positive impact on RI, as asserted by Liang *et al.* (2018a); Moon *et al.* (2019); Mao *et al.* (2020); and Jung *et al.* (2021). Furthermore, according to Mao and Lyu (2017) and Liang *et al.* (2018b), RI is influenced by PR. Priporas *et al.* (2017) and Lalicic and Weismayer (2018) both found the correlation between SQ (Ju *et al.* 2019) and RI. Additionally, IQ (Lee *et al.* 2019), eWOM (Mao and Lyu, 2017), and EB (Liang *et al.* 2018a) all have an impact on RI.

Table 2: Measurements of Repurchase Intention

Literature	Measurements
Mao and Lyu (2017)	· Attitude · Subjective norms · Perceived behavioural control · Perceived value · Perceived risk · Unique experience expectation · Familiarity · eWOM
Birinci <i>et al.</i> (2018)	· Perceived authenticity · Time/ Convenience risk · Product performance risk · Safety and security risk · Customer satisfaction
Guttentag <i>et al.</i> (2018)	· Motivation · Interaction · Home benefits · Novelty · Sharing economy ethos · Local authenticity
Liang <i>et al.</i> (2018a)	· Trust in Airbnb · Trust in Host · Transaction-based satisfaction · Experience-based satisfaction · Switching Intention
Liang <i>et al.</i> (2018b)	· Perceived authenticity · eWOM · Price sensitivity · Perceived value · Perceived risk
Hurang and Yu (2019)	· Network platform's service quality · Lodging service quality · Experience · Satisfaction
Moon <i>et al.</i> (2019)	· Host's profile · Privacy · Communicative · Face-to-face interaction · Rapport · Trust · Satisfaction · WOM
Mao <i>et al.</i> (2020)	· Trust in host · Trust in platform · Perceived risk
Jung <i>et al.</i> (2021)	· Network externalities · Interactivity · Trust · Ease of use · Usefulness
So <i>et al.</i> (2021)	· Authenticity · Home benefits · Social interaction · Perceived enjoyment

Source: Constructed by the author

2.2 Trust and Perceived Risk

Trust is a behavioural assumption in business environments that demonstrates itself in the presumption that the trusted party can act ethically (Hosmer, 1995) and consistently (Kumar, 1996). Therefore, trust is confidence concerned with people's prevailing thinking about the business (Gefen, 2002). Customers in trust and confidence with the company are more likely to use the services (Namahoot and Laohavichien, 2018). While Airbnb's business model differs from the traditional hotel industry, trust in Airbnb has become one of the most important factors for travellers and users to repurchase from Airbnb.

Perceived risk and trust are prevalent concepts that affect RI (Martins *et al.* 2014). Namahoot and Laohavichien (2018) revealed that trust has a greater mediating impact on repurchase intentions than PR. It is a powerful predictor of consumer behaviour, as consumers are more concerned with avoiding errors than maximizing utility in purchasing (Mitchell, 1999). The PR of Internet shopping is higher than traditional shopping, which is also implied to the Airbnb platform under the sharing economy business model.

The sections below described the definition of Trust and PR based on literature and their measurements and how the hypotheses for this research were developed.

2.2.1 Definition of Trust

Trust is described as the expectation that an entity will rely on another person's or entity's word, commitment, or written disclaimer (Rotter, 1967). It is a metric used to assess an individual's resilience compared to another (Zand, 1972). Trust is particularly critical in times of uncertainty or conjecture on the unanticipated actions of others (Kim *et al.* 2008). Trust is also a set of implicit assumptions that the other party will not engage in opportunistic behaviour or take advantage of the situation (Gefen, 2002).

The key findings of the reviewed literature are summarized in Table 3 below, which supported this study's assumption that trust is a critical factor associated with repurchase intention, with PR acting as a mediator.

Table 3: Significant Findings from the Preceding Discussion of Trust

Literature	Key findings
Yang <i>et al.</i> (2018)	· Host's interaction with guests benefits to trust · Effective communication increases trust · Trust directly impact RI
Liang <i>et al.</i> (2018a)	· Transaction-based satisfaction influences experience-based satisfaction and trust · Transaction-based satisfaction, directly and indirectly, impact RI
Zamani (2019)	· Airbnb's online review system directly impact to trust · Trust directly impact RI
Yang <i>et al.</i> (2019)	· Security and privacy, IT quality, and Airbnb traits directly impact trust in Airbnb · Reputation, interaction, and familiarity directly impact trust in Airbnb hosts. · Trust directly impact RI
Arvanitidis <i>et al.</i> (2020)	· Institutional trustworthiness, reliability, and credibility impact institutional trust · Trust directly impact RI
Mao <i>et al.</i> (2020)	· Trust lower perceived risk · Trust directly impact RI
Su and Mattila (2020)	· Female consumers have stronger RI on Airbnb than male · Trust directly impact RI
Wang <i>et al.</i> (2020)	· Technical quality and social benefits of using the Airbnb platform increase trust
Zhang <i>et al.</i> (2020)	· Host's clear self-description can help build trust · Overly enthusiastic hosts lower trust ratings · Trust directly impact RI
Jung <i>et al.</i> (2021)	· Technological Acceptance Model (TAM), particularly network externality, affects perceived ease of use via trust.

Source: Constructed by the author

2.2.2 Measurements on Trust

Ridings (2002) presented three criteria for determining trustworthiness: the disposition to Trust, perceived responsiveness, and confiding personal information. McKnight and Chervany (2001) defined five types of Trust in e-commerce: experience-based, calculative-based, cognitive-based, personality-based, and institution-based trust. McKnight *et al.* (2002) described institution-based trust as the expectation of a satisfactory outcome from a transaction based on a previously defined structural factor; it refers to an individual's perception of the institutional framework – in their study, an experimental website that provided legal advice.

By adopting these ideas for this study on Airbnb, institution-based trust refers to an individual's

perception of the institutional environment, including its structures and rules, that contributes to a traveller's sense of security when transacting via the Airbnb website. According to the reviewed literature in Table 4, this study adopted the measurement of Trust in the Airbnb platform as per Yang *et al.* (2019); Mao *et al.* (2020); and trust in Airbnb hosts as per Liang *et al.* (2018a); Yang *et al.* (2019); Su and Mattila (2020). Additionally, it is constructed using TAM to determine the acceptability of the Airbnb platform. (Jung *et al.* 2021).

Table 4: Measurements of Trust

Literature	Measurements
Yang <i>et al.</i> (2018)	· Interactivity · Credibility · Emotional bonding · Accommodation characteristics
Liang <i>et al.</i> (2018a)	· Institution-based trust (trust in Airbnb platform) · Disposition to trust (trust in hosts or guests)
Zamani (2019)	· Level of interaction · Information asymmetry · Support provision
Yang <i>et al.</i> (2019)	· Cognitive-based trust (trust in Airbnb platform) · Affective-based trust (trust in hosts)
Arvanitidis <i>et al.</i> (2020)	· Interpersonal trust · Institutional trust
Mao <i>et al.</i> (2020)	· Experience-based trust · Calculative-based trust · Cognition-based trust · Personality-based trust · Institution-based trust (trust in Airbnb platform)
Su and Mattila (2020)	· Cognitive-based trust (trust in Airbnb platform) · Affective-based trust (trust in hosts)
Wang <i>et al.</i> (2020)	· Social antecedents: User experience, Social utility of sharing, Social value orientation · Technical antecedents: System quality, Service quality, Information quality · Economic antecedents: Extrinsic rewards · Privacy assurance antecedents: Perceived effectiveness of privacy policy, Perceived effectiveness of industry self-regulation
Zhang <i>et al.</i> (2020)	· Readability · Sentiment intensity · Perspective taking
Jung <i>et al.</i> (2021)	· Technological Acceptance Model: Perceived ease of use, Perceived usefulness, and Intention to repurchase

Source: Constructed by the author

2.2.3 Definition of Perceived Risk

PR is defined as a trait influenced by the digital environment's stimuli (Chang and Chen, 2008). It is critical to the firm when consumers view the unclear adverse effects of an online transaction (Kim *et al.* 2008). It represents the consumer's perception of the unpredictability of outcomes, particularly while browsing for and selecting a product and service information before making any purchase decision (Roy *et al.* 2012).

While Airbnb is rapidly growing, its unusual operational structure has also raised concerns to users.

Since Airbnb lodging is a private space provided by individual hosts, adhering to the handbook's quality standards is difficult. As a result, Airbnb users will face significant uncertainties in addition to a variety of risk factors, even if they are seasonal Airbnb users who are staying with a new host. The key findings of the reviewed literature are summarized in Table 5 below.

Table 5: Significant Findings from the Preceding Discussion of Perceived Risk

Literature	Key findings
Yang <i>et al.</i> (2015)	· PR is adversely associated with trust · System-dependent risk is positively associated with trust · Transactional risk is negatively associated with trust
Mao and Lyu (2017)	· Value and risk perceptions have a direct impact on RI · Perceived value and unique experience expectation decrease negative PR
Stollery and Jun (2017)	· PR reduces the perceived value
Lee <i>et al.</i> (2018)	· Trust in the platform minimizes PR
Amaro <i>et al.</i> (2019)	· PR has a minor impact on RI, which may be due to millennial characteristics · Online purchases from millennials found as less risky than older generations · As more people use the internet and buy travel online, PR appears to be less important
Jun (2020)	· Airbnb users assess more PR based on their prior Airbnb experiences.
Yi <i>et al.</i> (2020)	· Physical risk influenced behavioural intention · Performance risk influenced desire
Yuliati <i>et al.</i> (2020)	· Online trust is unaffected by PR · Perceived privacy was the most important factor · PR had a negative impact on service usage
Lee and Deale (2021)	· PR varied based on customers' usage experience
Qalati <i>et al.</i> (2021)	· A significant moderating effect of perceived risk between trust and RI

Source: Constructed by the author

2.2.4 Measurements on Perceived Risk

Mao and Lyu (2017) have established a strong relationship between risk and trust; the same applies to the sharing economy studies that financial and physical risk influence consumers' perceptions of risk. Table 6 below summarizes the measurements from scholars, and study focused on the financial risk - "intangible risk" as per Mao and Lyu (2017); Amaro *et al.* (2019); Jun (2020); Qalati *et al.* (2021) and physical risk - "tangible risk" as per Jun (2020); Yi *et al.* (2020); Yuliati *et al.* (2020); Lee and Deale (2021).

Table 6: Measurements of Perceived Risk

Literature	Measurements
Yang <i>et al.</i> (2015)	· Overall risk · Economic risk · Functional risk · Security risk · Privacy risk · Time risk · Service risk · Psychological risk · Social risk · Perceived usefulness · Perceived ease of use
Mao and Lyu (2017)	· Attitude · Considerable risk · Financial risk · Overall risk
Stollery and Jun (2017)	· Performance risk · Physical risk · Psychological risk · Time risk
Lee <i>et al.</i> (2018)	· Privacy risk · Security risk
Amaro, Andreu and Huang, (2019)	· Performance risk · Privacy risk · Financial risk
Jun (2020)	· Performance risk · Financial risk · Physical risk · Social risk · Psychological risk · Time risk · Past experience
Yi <i>et al.</i> (2020)	· Physical risk · Financial risk · Privacy risk · Performance risk · Desire
Yuliati <i>et al.</i> (2020)	· Financial risk · Performance risk · Physical risk · Time risk · Psychological risk
Lee and Deale (2021)	· Social risk · Physical risk · Performance risk · Convenience risk
Qalati <i>et al.</i> (2021)	· Financial risk · Product risk · Security risk · Time risk · Social risk

Source: Constructed by the author

2.2.5 Hypotheses associated with Trust, Perceived Risk, and Repurchase Intention

This study's conceptual model proposed that PR has a negative impact on Trust, which positively impacts RI, and that Trust has a positive impact on RI.

As Selnes (1998) highlighted, Trust reduces PR in a buyer-seller relationship. People are less likely to partake in risk judgments and subjective perceptions of failure if they have more satisfying encounters (Amaro *et al.* 2019). Many consumers are hesitant to conduct online transactions because they are worried about potential threats to their privacy, as explained by Johnson *et al.* (2008); Kim *et al.* (2008); Mittendorf and Ostermann (2017), and Amaro *et al.* (2019). These studies suggested that resolving privacy issues fosters greater confidence in online shopping, lowering the PR associated with the transaction. Foxman and Kilcoyn (1993), Miyazaki and Fernandez (2001) also found contradictory data about whether privacy issues raise the PR of online shopping. Apart from privacy issues, travellers may have concerns regarding the practice of home-sharing, which involves living with a stranger (Amaro *et al.* 2019).

In fact, Airbnb users cannot experience the actual service before arriving at the house, so they have little choice but to evaluate the risk of this transaction based on the available information and

communications. In this way, the PR of Airbnb customers is critical in their repurchasing decisions. This controversy seems to justify further investigation, which leads to the following hypothesizes:

- H₁: A higher level of trust reduces the perceived risk of Airbnb users.
- H₂: The perceived risk of the travellers on Airbnb has a negative impact on their repurchase intentions.
- H₃: The trust travellers have in Airbnb has a positive effect on their repurchase decision.

2.3 Service Quality

When a business is offering a service to its clients, adherence to consumer requirements is fundamental (Wu *et al.* 2011), so SQ is an essential factor in evaluating an industry's sustainability (Huang *et al.* 2014), where it is the majority of what determines customer contentment and behavioural intentions (Lalicic and Weismayer, 2018). Customer relationship management's ("CRM") strategic value affects a customer's proclivity to repurchase (Sulman and Ayyub, 2019).

When it comes to lodging options, Airbnb has established itself as a significant challenger to traditional hotels. However, there have been few investigations on the quality of Airbnb's service. The Airbnb website and its phone app act as a service platform, or a CRM platform, allowing its users to simultaneously consume and evaluate critical SQ attributes (Ju *et al.* 2019).

The sections below describe the definition of SQ based on literature, its measurements, and how the hypotheses for this research were developed.

2.3.1 Definition of Service Quality

SQ is the primary indicator of client happiness (Taylor and Baker, 1994). It is described as the standard of service people anticipate (Shao *et al.* 2004). The gap between what customers expect from a service and how they perceive it to perform (Kuo *et al.* 2009). SQ is important from the aspect of a CRM platform, where the buyer-seller transaction involves the exchange of a physical item (Chen *et al.* 2019).

Excellent pre-sale and after-sale service can boost perceived benefits while reducing non-monetary elements such as time, energy, and psychological stress for the buyer. Multi-channel integration SQ is determined by the channel service configuration and integrated interactions (Qi and Yao, 2020).

The key findings of the reviewed literature are summarized in Table 7 below, which supports this study's assumption that SQ is a critical factor associated with RI.

Table 7: Significant Findings from the Preceding Discussion of Service Quality

Literature	Key findings
Priporas <i>et al.</i> (2017)	· Airbnb guests value easy access to information and quick resolution of issues · Airbnb guests also value the convenience and flexibility, and homeowners' genuine friendliness · Airbnb guests have low expectations of the accommodations' amenities
Cheng <i>et al.</i> (2018)	· Structural assurance and platform responsiveness impact SQ · SQ influence satisfaction and loyalty · Offline SQ is influenced by information congruence, competence, and empathy
Lalicic and Weismayer (2018)	· Airbnb's hosts should be aware that visitors expect a certain standard · Hosts must be educated and mentored to meet SQ expectations
Fransi <i>et al.</i> (2019)	· Perceived SQ of a collaborative accommodation portal impact SQ
Ju <i>et al.</i> (2019)	· SQ for Airbnb users impact RI
Sun <i>et al.</i> (2019)	· Improving target group SQ will increase RI
Ding <i>et al.</i> (2020)	· Effective communication with guests increases SQ
Shao <i>et al.</i> (2020)	· Reliability, prompt response, transaction assurance, customization, and vivid appearance affect SQ and RI
Ranjbari <i>et al.</i> (2020)	· Airbnb hosts need to make better SQ decisions to improve RI
Meijerink and Schoenmakers (2021)	· Customers' service quality ratings are positively and linearly related to online reviews of Airbnb stays

Source: Constructed by the author

2.3.2 Measurements on Service Quality

The SERVQUAL model (Parasuraman *et al.* 1985) is divided into five attributes: i) Tangibility, ii) Reliability, iii) Assurance, iv) Responsiveness, and v) Empathy. Airbnb customers rate service quality based on the quality of their accommodations and their experience with the host during the booking process.

As a result, this study implemented the modified SERVQUAL model as a theoretical foundation to construct the five aspects of SQ in the context of Airbnb usage (Table 8), with a focus on Airbnb hosts' responsiveness as explained by Cheng *et al.* (2018) and Shao *et al.* (2020) and empathy as per

Cheng *et al.* (2018) and Shao *et al.* (2020), as well as the Airbnb platform's reliability as discussed by Lalicic and Weismayer (2018) and Shao *et al.* (2020).

Table 8: Measurements of Service Quality

Literature	Measurements
Priporas <i>et al.</i> (2017)	· Tangibles · Convenience · Assurance · Understanding and caring · Adequacy service supply
Cheng <i>et al.</i> (2018)	· Structural assurance · Platform responsiveness · Information congruity · Competence · Empathy
Lalicic and Weismayer (2018)	· Host's responsiveness · Host's assurance · Host's empathy · Host's reliability
Fransi <i>et al.</i> (2019)	· Efficiency · Reliability · Privacy/ Security · Communication
Ju <i>et al.</i> (2019)	· Host service quality · Web responsiveness quality · Web efficiency quality · Facility service quality
Sun <i>et al.</i> (2019)	· The accuracy of diverse information provided by Airbnb · Location · Personalized service · Rooms and Facilities · Authenticity
Ding <i>et al.</i> (2020)	· Modified SERVQUAL Questionnaire (MSQ): Tangibles, Adequacy in service supply, Understanding and caring, Assurance and Convenience
Ranjbari <i>et al.</i> (2020)	· Accommodation and facilities · Pleasure and joy · Neighborhood · Hosting · Value
Shao <i>et al.</i> (2020)	· Reliability · Responsiveness · Assurance · Empathy · Tangibles
Meijerink and Schoenmakers (2021)	· Quality of good/accommodation · Quality of host

Source: Constructed by the author

2.3.3 Hypothesis associated with Service Quality and Repurchase Intention

Studies conducted in an Airbnb setting demonstrate that the role of facilities is highly subjective when it comes to visitors' willingness to return (Tussyadiah and Pesonen, 2016). Given Airbnb's recently listed, the framework should be further improved and, ideally, evaluated against established service theories.

Thus, to comprehend consumers' RI toward P2P accommodation, the idea of SQ cannot be overlooked but must be evaluated for its applicability. Furthermore, consumers' SQ assessments should benefit travellers' loyalty to Airbnb (Lalicic and Weismayer, 2018). As a result, the following hypothesis is formed:

H₄: The service quality provided by Airbnb has a positive effect on travellers' repurchase intention.

2.4 Information Quality

Perceptions of a website by the general audience (Almahamid *et al.* 2010) may influence the extent to which users trust that information is current, accurate, and extensive (Ramayah *et al.* 2010). The quality of that information is considered a marketing tool for assuring the seamless execution of online purchasing transactions (Kim and Niehm, 2009).

IQ increases an individual's evaluation of the system's ability to provide information based on personal use (Zheng *et al.* 2013). While Airbnb's main platforms are its website and mobile app, both rely heavily on data, thus quality information is critical for Airbnb.

The sections below describe the definition of IQ based on literature, its measurements, and how the hypothesis for this research was developed.

2.4.1 Definition of Information Quality

The persuasive strength of the arguments inside the message's contents is the IQ (Atika *et al.* 2016). A previous study found that the quality of information is the most important factor of travellers' trust in travel e-commerce websites (Erkan and Evans, 2018). Furthermore, it has been demonstrated that the quality of information is a strong determinant of the usefulness and acceptance of online consumer evaluations (Chen and Chang, 2018).

Moreover, the degree to which a website's content is current, accurate, and complete is also referred to as IQ (Almahamid *et al.* 2010; Lee *et al.* 2019). Users would feel more confident with the institution behind the website if it presented accurate and comprehensive information (Ramayah *et al.* 2010).

The key findings of the reviewed literature are summarized in Table 9 below, which supports this study's assumption that IQ is a critical factor associated with RI.

Table 9: Significant Findings from the Preceding Discussion of Information Quality

Literature	Key findings
Kim and Niehm (2009)	· Perceived information quality influenced perceived value favorably
Almahamid <i>et al.</i> (2010)	· Accurate, legitimate, current, error-free and clearly presented information on a website will increase IQ · IQ impact RI
Ramayah <i>et al.</i> (2010)	· Up-to-date information offered by the website will result in a more positive attitude towards the site
Zheng <i>et al.</i> (2013)	· Information reliability and format are the two most important dimensions of IQ perceived by users.
Atika <i>et al.</i> (2016)	· IQ positively impact to RI · After receiving the information, a consumer will assess the value
Erkan and Evans (2018)	· IQ is one of the explicit reasons which enable shopping websites to be more advantageous and ultimately more influential to consumers.
Chen and Chang (2018)	· IQ has a favorable and considerable impact on RI · IQ influences user happiness, which in turn influences purchase intention.
Phuong and Trang (2018)	· IQ positively impact to RI
Hanjaya <i>et al.</i> (2019)	· RI is influenced by usefulness and IQ · Good IQ allows customers to readily research their chosen products
Lee <i>et al.</i> (2019)	· IQ was discovered to have a beneficial relationship on RI · RI is influenced by users perceived IQ

Source: Constructed by the author

2.4.2 Measurements on Information Quality

In this study, the IQ metric is based on how tourists interpret the information listed by the host on the Airbnb platform (Table 10). Platforms for the sharing economy may collect information about hosts such as reviews, ratings, profile images, and social network account information. These details may help travellers decide which hosts to choose.

As a result, it is reasonable to conclude that IQ will influence travellers' propensity to repurchase from Airbnb as a component of the IQ of its website and mobile app.

This research measure the IQ of Airbnb's website and app by its ease of use (Kim and Niehm, 2009), accuracy (Atika *et al.* 2016), relevancy (Ramayah *et al.* 2010), and completeness (Almahamid *et al.* 2010).

Table 10: Measurements of Information Quality

Literature	Measurements
Kim and Niehm (2009)	· Interactivity · Online completeness · Ease of use · Entertainment · Trust
Almahamid <i>et al.</i> (2010)	· Accessibility · Timeliness · Relevancy · Understandability · Quantity · Validity · Objectivity · Security · Completeness · Free of error · Concise presentation
Ramayah <i>et al.</i> (2010)	· Relevant · Timely · Accurate · Complete
Zheng <i>et al.</i> (2013)	· Reliability · Objectivity · Added value · Timeliness · Richness · Format
Atika <i>et al.</i> (2016)	· Completeness · Format · Accuracy · Currency
Erkan and Evans (2018)	· Have enough justifications · Objective · Comprehensible · Clear
Chen and Chang (2018)	· Reliable information · Attuned to the reality of the situation
Phuong and Trang (2018)	· Usefulness · Adequacy
Hanjaya <i>et al.</i> (2019)	· Information that is pertinent · Valuable and verifiable information · Information of the highest caliber · Current information
Lee <i>et al.</i> (2019)	· Accurate data · Facts that can be relied upon · An appropriate degree of detail · Presents in a format that is appropriate

Source: Constructed by the author

2.4.3 Hypothesis associated with Information Quality and Repurchase Intention

High perceived IQ may increase intention to use, as it may lessen the risk of possible loss (Kim and Niehm, 2009). Recent empirical research has demonstrated a strong correlation between IQ and system utilization, notably in the context of e-commerce platforms (Phuong and Dai, 2018). The IQ provided by an information system is crucial in convincing individuals to use the system (Ramayah *et al.* 2010). When people believe an information system will be beneficial to them, their likelihood of using it improves. If an information system's information is confusing, erroneous, or incomplete, it raises doubts in the user's mind about the system's reliability and potentially dangerous opportunistic actions, decreasing the user's intention to use.

On the contrary, a well-designed information system increases users' propensity to interact with the service provider. Customers who believe that the website's content is simple to read and understand and that the website's format is simple to follow may assume that the information offered by the website is of high quality. As so, the following theory is presented.

H₅: The information quality provided by Airbnb has a positive effect on travellers' repurchase intention.

2.5 Electronic word-of-mouth

Potential customers generally utilize eWOM to decide whether they should trust a company in an online transaction. Any favorable or negative statements or debates on the internet regarding a certain product, service, or organization would influence the customers' decision (Liang *et al.* 2018).

The sections below describe the definition of eWOM based on literature and its measurements and how the hypothesis for this research was developed.

2.5.1 Definition of eWOM

eWOM is an effective marketing strategy for encouraging the sale of a product (Wang *et al.* 2018). Before purchasing things or services, consumers research previous customers to establish confidence (Erkan and Evans, 2016).

In the consumer–supplier relationship, previous consumers voice their opinions or even evaluate a company's performance and behaviour (See-To and Ho, 2014). Travellers will refer to Airbnb's eWOM from prior visitors, according to Woon and Chng (2019), because it has a big impact on travellers' RI. Airbnb used digital media to communicate with their target customers as a P2P platform in sharing economy. Thus, online reviews and eWOM are important channels that can impact customers' repurchase intentions.

The key findings of the reviewed literature are summarized in Table 11 below, which supports this study's assumption that eWOM is a critical factor associated with RI.

Table 11: Significant Findings from the Preceding Discussion of eWOM

Literature	Definition
Matute <i>et al.</i> (2016)	· Credibility and quality impact trust · eWOM quality influences buyers' online RI
Mao and Lyu (2017)	· eWOM directly and indirectly influences RI via subjective norms · High online review scores are critical to individual host success since they influence score-based ranking and user selection
Yang (2017)	· Businesses shall be more receptive to client needs, to market their products and services, and to establish a brand through imagery
Bulut and Karabulut (2018)	· The "message quality", "message quantity", "content variety", and "intensity" of eWOM communications can improve RI. · Quality and quantity of eWOM communications had greater direct impacts on RI
Anaya-Sánchez <i>et al.</i> (2020)	· Repeat purchases increase the likelihood of a consumer recommending the brand.
Tabassum <i>et al.</i> (2020)	· Digital presence and positive image are important to capture the attention of Generation Z consumers
Tandon <i>et al.</i> (2020)	· Higher Website Quality, eWOM, and Product Satisfaction tend to positively impact both Customer satisfaction and RI. · To satisfy online customers, e-tailers should focus on improving Website Quality and eWOM.
Maduretno and Junaedi (2021)	· eWOM credibility and quality positively influence customer RI · eWOM quantity has a negative impact on RI
Mansourimoayyed <i>et al.</i> (2021)	· eWOM can have an impact on satisfied customers and their RI
Sanyal <i>et al.</i> (2021)	· eWOM has a greater impact on repurchase intention.

Source: Constructed by the author

2.5.2 Measurements on eWOM

Quantity, quality, and credibility are widely used to measure the performance of eWOM (Table 12). In terms of quantity, one of the primary benefits of the internet is that consumers may access a large amount of information in a short period; therefore, a website that displays a large number of evaluations will aid in making a product more visible to customers. As a result, buyers can have a more comprehensive understanding of the product's attributes and other consumers' experiences with it (Matute *et al.* 2016).

On the other hand, if users believe that recommendations provided by other consumers are credible, they will be more likely to follow this advice and develop positive feelings toward the supplier (Park

et al. 2011). For quality, users struggle to get a complete picture of a product or service since they typically rely on information provided by seller websites; thus, the spread of high-quality online reviews assists consumers in reducing uncertainty in online transactions (Kim and Park, 2013). This research adopted the same by measuring eWOM in terms of its quantity, credibility, and quality.

Table 12: Measurements of eWOM

Literature	Measurements
Matute <i>et al.</i> (2016)	· Quantity · Credibility · Quality
Mao and Lyu (2017)	· Online review · Reviews are credible · Purchase intention
Yang (2017)	· Experience factors · Knowledge sharing · Technology acceptance
Bulut and Karabulut (2018)	· eWOM receiving: Quality, Quantity · eWOM participating: Content, Intensity
Anaya-Sánchez <i>et al.</i> (2020)	· Willingness to spread positive eWOM · Willingness to recommend · Willing to point out positive aspects if anybody is criticizing
Tabassum <i>et al.</i> (2020)	· Convincing · Persuasive · Credibility · Ereliaible · Contradicted what I had previously known · Supported my opinion of the product · Consistent with other reviews · In the same vein as previous reviews · Educational · Comprehensive
Tandon <i>et al.</i> (2020)	· Comprehensibility · Reliability · Specificity
Mansourimoayyed <i>et al.</i> (2021)	· Quality · Quantity · Credibility
Sanyal <i>et al.</i> (2021)	· Quality · Quantity · Credibility
Maduretno and Junaedi (2021)	· Quality · Quantity · Credibility

Source: Constructed by the author

2.5.3 Hypothesis associated with eWOM and Repurchase Intention

Scholars had mentioned that the review mechanism on Airbnb is the cornerstone of transaction trust (Woon and Chng, 2019). Matute *et al.* (2016) had proven that eWOM accurately predicts the likelihood of customers returning to an online vendor's website to repurchase. Furthermore, the legitimacy of online recommendations influences customers' proclivity to return to the online store (Park *et al.* 2011).

Additionally, shreds of evidence demonstrated the favorable relationship between eWOM and repurchase intention (Maduretno and Junaedi., 2021) and (Sanyal *et al.* 2021). As a result, eWOM is a source of travel information for visitors to consult to gain a more thorough perspective of peer-to-peer lodgings before making an online reservation, leading to the following hypothesis.

H₆: The eWOM of Airbnb positively impacts travellers' repurchase intention.

2.6 Economic Benefits

A study defined benefits as improved conditions or ameliorating a worse state for individuals and groups, including physical, psychological, social, economic, and environmental benefits (Besculides *et al.* 2002). In the context of tourism, it is suggested that the anticipated EB include increased employment, investment, increased business, and income (Nunkoo and Ramkissoon, 2011).

EB is defined as the return on service consumption and performance predictive of customer happiness and future proclivity to use or purchase (Santoso and Nelloh, 2017). It reflects consumers' opinions of the benefits of online purchasing (Dabbous *et al.* 2020). People are more fiscally responsible and continually attempt to be more resourceful (Tussyadiah and Pesonen, 2016).

Users' motivations for engaging in social commerce are diverse and frequently motivated by their views of personal joy and EB (Hamari *et al.* 2016). EB are typically touted as collaborative consumption's most persuasive qualities (Amaro *et al.* 2019). When strong social and EB are combined with low risks, costs, and trust, tourists who use peer-to-peer lodging may have stronger purchasing intentions (Pappas, 2017).

2.6.1 Definition of Economic Benefits

EB can be measured in terms of money, such as net income, revenues, and so on. It can also be money saved when discussing a cost-cutting policy. In the context of tourism, those could be the rewards and services that allow consumers to save money by facilitating access to resources and free riding (Hamari *et al.* 2016)

The key findings of the reviewed literature are summarized in Table 13 below, which supports this study's assumption that EB is a critical factor associated with RI.

Table 13: Significant Findings from the Preceding Discussion of Economy Benefits

Literature	Definition
Lai <i>et al.</i> (2015)	· Perception of economic benefit is a significant element influencing RI
Tussyadiah and Pesonen (2016)	· People are more conscientious of their expenditure and constantly strive to be more resourceful.
Tussyadiah (2016)	· On satisfaction and intention to utilize P2P housing, there are significant positive effects of enjoyment and economic gains.
Hamari <i>et al.</i> (2016)	· Perceptions of personal delight (including through relatedness) and economic gains influencing RI
Pappas (2017)	· Strong social and economic benefits combined with minimal risks, costs, and trust can result in high RI
Santoso and Nelloh (2017)	· Perception of economic benefit positively impact RI
Amaro (2019)	· Economic benefits in collaborative consumption are as one of its most compelling features.
Lv <i>et al.</i> (2019)	· Perception of economic benefit positively impact RI
Dabbous and Tarhini (2019)	· Economic benefits are necessary to motivate individuals to engage in RI and to establish the role of attitude and trust as mediators.
Dabbous <i>et al.</i> (2020)	· Perception of economic benefit positively impact RI

Source: Constructed by the author

2.6.2 Measurements on Economic Benefits

Perceived personal EB was measured mainly based on the suggestions from the majority of scholars with lower cost (Lai *et al.* 2015; Tussyadiah and Pesonen, 2016), save money (Pappas, 2017; Santoso and Nelloh, 2017), more affordable (Dabbous and Tarhini, 2019; Dabbous *et al.* 2020) and higher quality/ unique accommodations (Amaro *et al.* 2019).

While numerous lodging options are on the market, travellers may be price-sensitive and prefer the more beneficial options. Furthermore, the lodging pricing would alter according to demand and travel seasonality, so travellers may choose to option that would provide them with a one-of-a-kind experience. Consequently, this study adopted the EB measurements to save money, lower costs, increase quality at a reduced cost, and make it more affordable, as summarized in Table 14 below.

Table 14: Measurements of Economic Benefits

Literature	Measurements
Lai <i>et al.</i> (2015)	· Save money · Efficiency · Lower cost
Tussyadiah and Pesonen (2016)	· Save money · Lower cost · Higher-quality lodging at a lower cost
Tussyadiah (2016)	· Save money · Lower travel cost · Reasonably priced · Financial advantages
Hamari <i>et al.</i> (2016)	· Save money · Financial advantages · Enhance economic conditions · Save time
Pappas (2017)	· Save money · Lower travel cost · Higher-quality lodging at a lower cost
Santoso and Nelloh (2017)	· Save money · Lower cost · Reasonably priced · Financial advantages
Amaro <i>et al.</i> (2019)	· Save money · Lower cost
Lv <i>et al.</i> (2019)	· Boost your ability to pay · Economic gain · Economic prospects
Dabbous and Tarhini (2019)	· Save or earn money · Enhance economic conditions · More affordable than competing products on the market
Dabbous, Aoun and Sayegh (2020)	· Save money · Enhance economic conditions · More affordable than competing products on the market

Source: Constructed by the author

2.6.3 Hypothesis associated with Economic Benefits and Repurchase Intention

According to Zervas *et al.* (2017), one of the main reasons travellers book from Airbnb is budgetary reasons, the same explained in the research from Amaro *et al.* (2019). Price is seen as a dissuasive element in selecting activities, albeit its effect varies according to the traveller (Tussyadiah and Pesonen, 2016). As a result, one may argue that the cost savings associated with peer-to-peer accommodation rents enable the spread of extra expenditures on other trip components, such as on-site activities. Airbnb leverages its marketing efforts to promote a diverse range of unusual places to stay, including treehouses (Airbnb, 2021c) and castles (Airbnb, 2021b); (Ceaser, 2021). Research has found that certain personalities respond to this unique feature (Amaro *et al.* 2019).

There is little question that being price-sensitive may affect RI. For instance, one scholar proposed that purchasers would be more likely to choose a less expensive product than one with the same function but a greater price (Chen *et al.* 1998). So, will it be possible for travellers to repurchase from Airbnb rather than regular hotels due to the lower price from Airbnb? Therefore, the following hypothesis was proposed:

H₇: The Economic Benefits of Airbnb positively impact travellers' repurchase intention.

2.7 Demographic Factors with its Hypotheses

When a company works with a variety of customers, demographic segmentation allows it to more readily classify the needs of its customers (Scott and Shieff, 1993). According to Donthu and Garcia (1999), customers exposed to infomercials did not modify their purchasing frequency based on demographic criteria such as gender, race, level of education, or wealth, according to a prior study, but their assessment of risks and benefits did.

As a result, the conceptual framework, study hypotheses, and research techniques are discussed after examining the literature on all topics under discussion. Age, education level, marital status, ethnic origin, family size, and customary purpose of travel were chosen as demographic criteria to quantify individual characteristics.

In the cyber world, men and women differ in various aspects, and these disparities can be attributed to social, cultural, psychological, and other environmental variables (Meyers and Loken, 2015). When it comes to eWOM messages and buying habits, men and women differ (Dittmar *et al.* 2004). Olsen and Cox (2001) argued that in the presence of social and technological threats, women are more risk-averse than males, even when the level of knowledge and experience is equal. At the same time, risk perception is how people of the same gender analyze danger rationally and balance facts before making a purchase decision. Byrnes *et al.* (1999) and Pascual *et al.* (2015) have found that women have a higher risk perception than men.

Therefore, this study investigated whether any demographic traits affect the elements mentioned above.

Demographic variables such as gender, age, family size, education, and ethnicities were examined in this study to determine whether there are differences in RI between groups.

- H_{8a}: Gender has a significant difference from repurchase intention towards Airbnb.
- H_{8b}: Age has a significant difference from repurchase intention towards Airbnb.
- H_{8c}: Education level has a significant difference from repurchase intention towards Airbnb.
- H_{8d}: Ethnicities have a significant difference from repurchase intention towards Airbnb.
- H_{8e}: Marital status has a significant difference from repurchase intention towards Airbnb.
- H_{8f}: The number of kids in the family has a significant difference from repurchase intention towards Airbnb.

2.8 Summary

The P2P economy is garnering increased interest in tourist studies (Tussyadiah and Pesonen, 2016). To date, the majority of research has concentrated on the motivations of hosts and guests, as well as their satisfaction with the experience, with little attention paid to tourism-related factors associated with online P2P repurchasing behaviours, such as perceived authenticity, a characteristic not commonly associated with general online repurchasing behaviours.

The purpose of this study is to provide a conceptual framework for investigating the relationship between PR, Trust, and travellers' intention to repurchase Airbnb. Furthermore, to determine the relationships between RI and SQ, IQ, eWOM, EB, and demographic factors.

Chapter 3: Research Methodology

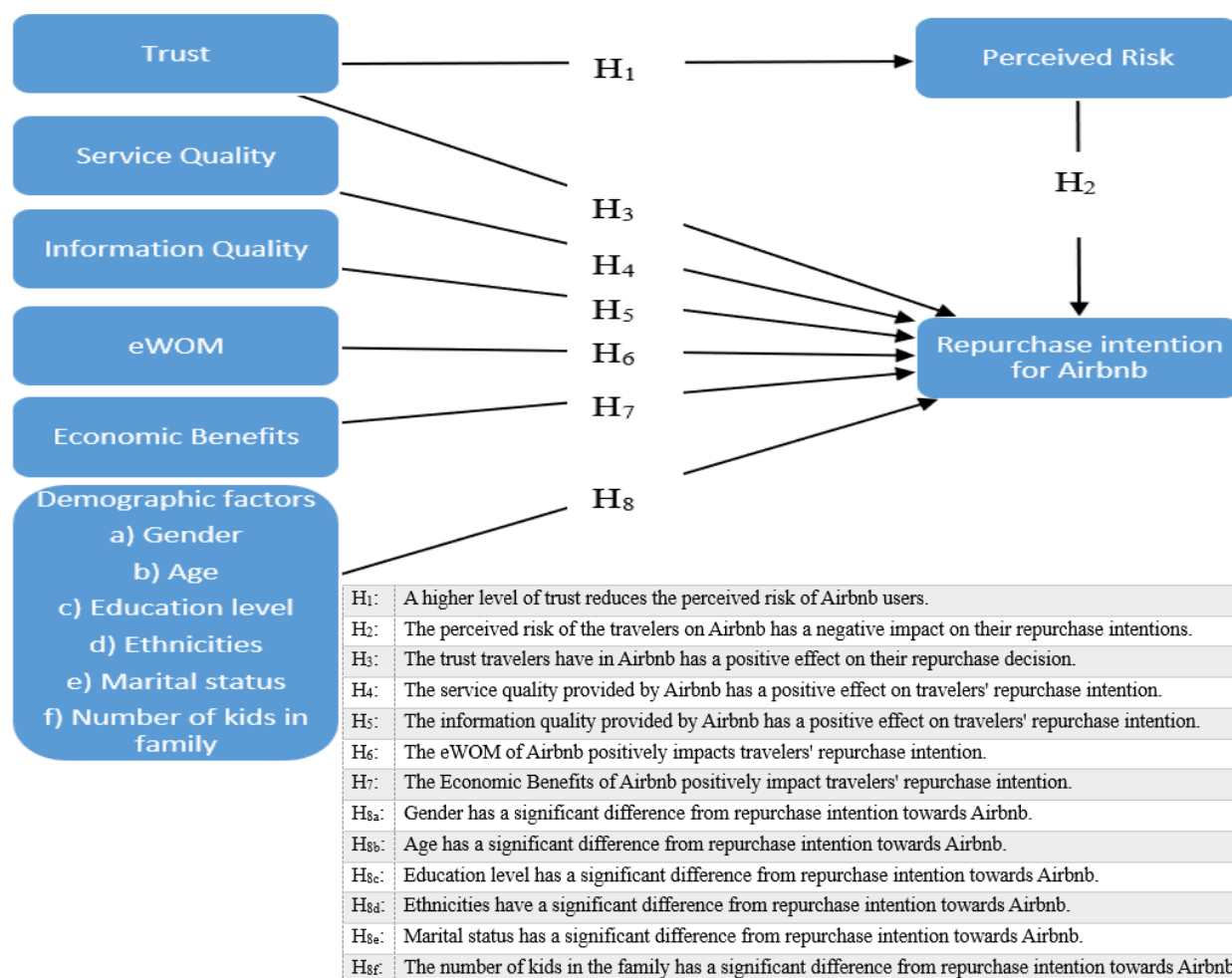
This chapter described the strategies or techniques used to locate, select, process, and analyze information concerning this research to evaluate its overall validity and dependability. The following sections describe how the data was acquired or generated and how it was interpreted.

This research convened a focus group and conducted interviews to elicit participants' perspectives and evaluations of the study, followed by a pilot test and amendments to the questionnaire for a large-scale survey. The large-scale survey was conducted on an online data collection platform. SPSS was used to analyze the data for the study, which had included reliability tests, regression analyses, independent T-tests, correlation analyses, and one-way ANOVA analyses.

3.1 Research Model

The model depicted in Figure 7 illustrates the relationship of the conceptual model.

Figure 6: Conceptual Model of the Study with Hypotheses

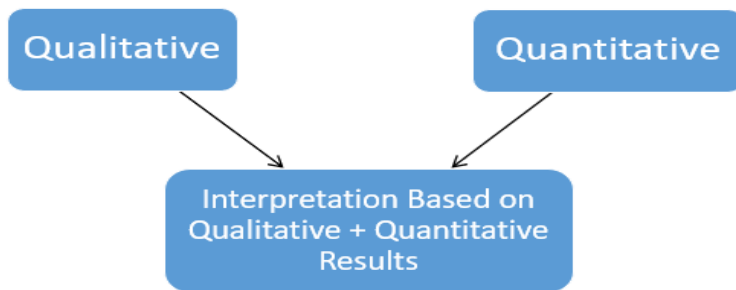


Source: Constructed by the author

3.2 Triangulation

Triangulation (Denzin, 1978) is a technique for achieving more accurate answers to research questions by combining data from many distinct methods, each of which has distinct primary sources of possible bias unrelated to the others (Figure 8).

Figure 7: Qualitative and Quantitative Research Methodologies



Source: Creswell (2009)

Denzin (1978) pioneered the development of four distinct forms of triangulation. First, methodological triangulation is the process of examining a phenomenon using various methodologies (e.g., quantitative and qualitative methodologies) and data collection techniques (e.g., interviews, surveys, observations). Second, data triangulation is the process of obtaining data from multiple individuals or stakeholders over time. The third type is the triangulation of investigators, which entails more than one investigator collecting, analyzing, and interpreting data to ascertain the extent to which the investigators reach similar conclusions. Finally, theoretical triangulation refers to the application of multiple theories to the study of a specific phenomenon.

Since no single method is always superior (Yin, 2003) and each method has its own unique set of strengths and weaknesses (Denzin, 1978), some form of triangulation in almost all social research has become a practice over the years.

3.3 Quantitative and Qualitative Research

This study applied a combination of qualitative and quantitative research that allows for an overall and negotiated account of the findings, so quantitative and qualitative methods complement one another, which converse or debate with each other to construct a negotiated account of what they mean collectively. Mixed methods can also help to show the similarities and differences between specific trends (Bernardi *et al.* 2007).

3.3.1 Quantitative Research

The quantitative method is used in this research, and it entailed the collection and analysis of numerical data. It is beneficial to look for patterns and averages, make predictions, and conduct research on cause and general statistical concepts to test causal relationships. Quantitative research is interpreted as representing a widespread and sufficiently comprehensive view of the entire population (Martin and Bridgmon, 2012). Mathematics and statistics also play a critical role in analyzing and generalizing the results obtained (Queirós *et al.* 2017).

The primary quantitative data (Queirós *et al.* 2017) in this study refer to a questionnaire designed (Martin and Bridgmon, 2012) and collected from global travellers aged 18 and above. They have utilized Airbnb platforms to book their accommodations.

On the other hand, the secondary quantitative data are analyzed using the same type of questionnaires or market surveys obtained from questionnaires conducted in other journals, government reports, or research reports from different constitutions.

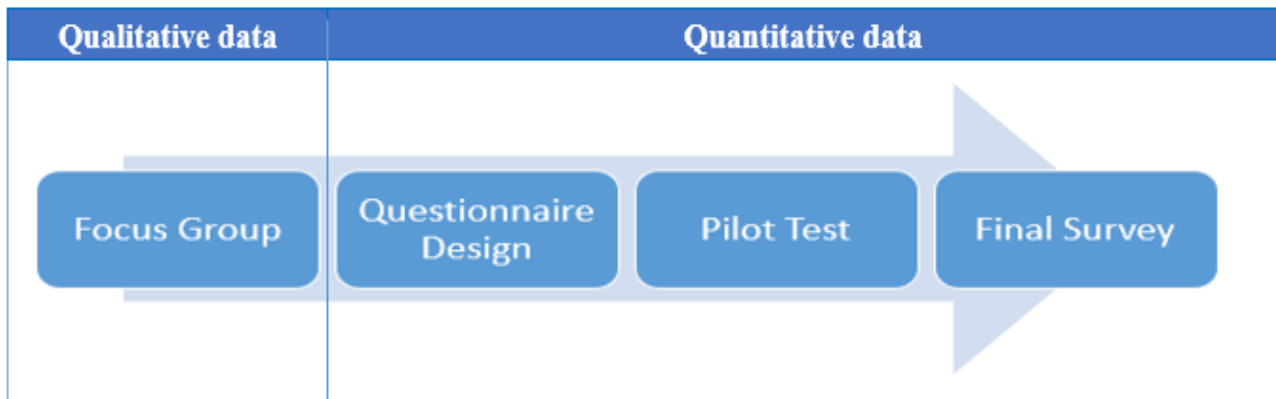
3.3.2 Qualitative Research

The qualitative method used in this research entailed collecting and analyzing qualitative data that are not numerical to understand concepts, opinions, or experiences better; data include text or audio. It can be used to elicit detailed information about a problem or to generate new research ideas. Qualitative research seeks to answer questions about the meaning and experience dimensions of human lives and social worlds (Fossey *et al.* 2002). A critical component of effective qualitative research is illuminating the research participants' subjective meanings, actions, and social contexts as they perceive them.

The second qualitative data refers to the census data, the ideas, and thoughts adopted from scholars and journals related to Airbnb, sharing economy, online shopping behaviour, and RI.

On the other hand, the primary qualitative data (Fossey *et al.* 2002) in this study refer to the focus group that discussed the study's needs with the selected group of people who had experience using the Airbnb platform to book their accommodations (Figure 8).

Figure 8: Primary Data Collection Process



Source: Constructed by the author

3.4 Focus Group

Sociologists and psychologists have been conducting focus groups for over a half-century (Merton and Kendall, 1946). A focus group refers to a select group of people who have been carefully selected to engage in open conversations to conduct research. The hosting organization selects study participants with care to represent the population they are attempting to reach accurately. The research questions and research design ultimately dictate the structure of the focus group. Well-designed focus groups typically last between one and two hours (Morgan, 1997) and have six or twelve participants (Baumgartner and Hensley, 2002).

In this qualitative study, the author hosted a focus group with ten respondents on April 17, 2021, with notes taken and logistical considerations such as briefing privacy protection. It was held in Hong Kong for approximately 60 minutes and was conducted in English and Cantonese. The session was recorded on paper and transcribed for analysis. A series of open-ended questions (Knodel, 1993) was used during the session to determine the RI of Airbnb or other hotels' online reservation platforms. Data collection continued until saturation was reached when similar patterns appeared, and no new information was shared (Appendix 1).

3.5 Questionnaire Survey Method

Due to the firm's data privacy, it is entirely impossible to obtain a list of all Airbnb users from the sampling frame. Therefore, this study employed a non-probability sampling method (Vehovar *et al.* 2016). A survey is presented on a digital platform distributed to travellers who matched the target population. An online self-administered questionnaire was used to collect data for this study. This study has a global setting, so it is not attached to any particular region.

Numerous rating scales have been developed to assess attitudes, with the Likert scale (1932) being the most widely used. The Likert scale is a five- or seven-point scale that allows individuals to express their level of agreement or disagreement with a particular statement. It enables respondents to describe both the direction and intensity of their opinion about an aspect (Garland, 1991).

This study's questionnaire was graded on a six-point Likert scale. A six-point scale forces respondents to choose between the level of agreement, preventing them from selecting the neutral alternative (Edwards and Smith, 2014). The six-point Likert scale (Chomeya, 2010) response is based on the likelihood range. It includes the following options: 1) Strongly Disagree, 2) Disagree, 3) Slightly Disagree, 4) Slightly Agree, 5) Agree, and 6) Strongly Agree.

The questionnaire for this research is divided into two sections (Table 15). The first section discussed the factors that influence Airbnb users' RI to use the service, based on the factors' dependency (Bae and Ko, 2019), as targeted questions. The second section contains basic demographic information about the respondents (Hao *et al.* 2017) to collect the categorical data (Nishisato, 2019), such as gender, age, family size, education, and usual traveling purpose.

Table 15: Questionnaire Design Structure

Category	Dependency		Variables	Symbol	Data Type	Researcher
Targeted questions (Bae and Ko, 2019)	Independent	Independent	Trust	T	6-Point Likert scale (Chomeya, 2010)	(Liang <i>et al.</i> 2018a)
	Dependent		Perceived Risk	PR		(Ling <i>et al.</i> 2011)
			Service Quality	SQ		(Ju <i>et al.</i> 2019)
			Information Quality	IQ		(Kim and Niehm, 2009)
			eWOM	eWOM		(Liang <i>et al.</i> 2018)
			Economic Benefits	EB		(Amaro <i>et al.</i> 2019)
		Dependent	Repurchase Intention	RI		(Hong, 2015)
Classification questions (Hao <i>et al.</i> 2017)			Demographic Factors – gender, age, education level, ethnicities, marital status, number of kids in family		Categorical Data (Nishisato, 2019)	(Santhanamery and Ramayah, 2015)

Source: Constructed by the author

3.6 Pilot Test

A pilot test was undertaken (Appendix 2) to confirm that the questionnaire adequately addressed the study's target information. A pilot test is used to develop the design of the full-scale experiment, which can then be adjusted; it can provide additional insight to increase the effectiveness of assessing the study's hypothesis (Thabane *et al.* 2010). According to the central limit theorem ("CLT"), sample distribution approaches normality as the sample size grows, regardless of the population distribution. Frequently, sample sizes of 30 or more are believed to be sufficient for the CLT to hold (Kwak and Kim, 2017). Therefore, 40 participants are adopted, in line with other scholars (Hertzog, 2008), to generate a correlation matrix with lower limits that can be used to determine the distribution of possible variables for corresponding statistical tests.

This research has invited 40 participants who have used Airbnb in the past to participate in a pilot test of the initial questionnaire to evaluate its structure and definitions, scale reliability, logical flow, and

focus primarily. Furthermore, this is in line with the suggestion from Connelly (2008), who indicated that the sample size for a pilot study should be 10% of the sample size planned for the more extensive parent study.

Between 4 and 21 May 2021, a pilot test (Appendix 2) was conducted. The overall sample size is 40, and the responses were incorporated into the final survey. After the pilot test was completed, some modifications were made (Table 16). Because the reliability of the PR questions did not match the 0.7 acceptable level of reliability test (Table 20), the questions PR4 and PR5 were added, and all participants responded to the added questions. At the same time, question SQ4 was eliminated to improve its reliability from 0.664 to 0.784. All adjustments have been made to ensure that responders can complete the questionnaire accurately.

Table 16: Pilot Test Output of 40 Respondents

Variable	Before Amendment		Action	After Amendment	
	Cronbach's Alpha	Number of questions		Cronbach's Alpha	Number of questions
T	0.780	4	Nil	no amendment	
PR	0.670	3	Added questions PR4 & PR5	0.892	5
SQ	0.664	4	Removed question SQ4	0.784	3
IQ	0.854	4	Nil	no amendment	
eWOM	0.824	4	Nil	no amendment	
EB	0.867	5	Nil	no amendment	
RI	0.925	4	Nil	no amendment	
Total		28		0.895	29

Source: Constructed by the author

3.7 Final Survey

After developing the study instrument and conducting a pilot test, the final survey was done between 23 May and 19 June 2021 (Appendix 3). The design of the final survey (Table 17) was separated into sections depending on each factor. The questions were constructed using the measurements derived from scholars and a literature review in Chapter 2.

Table 17: Survey Questions Adopted

Measurements		Questions adopted
T	Trust in the platform (Yang <i>et al.</i> 2019)	T1: Adheres to commitments (Liang <i>et al.</i> 2018a)
	Trust in the platform (Yang <i>et al.</i> 2019)	T2: Keep its promises (Liang <i>et al.</i> 2018a)
	Trust in hosts (Su and Mattila, 2020)	T3: Sufficient safeguards in place (Priporas <i>et al.</i> 2017)
	Trust in the platform and hosts (Su and Mattila, 2020)	T4: Trustworthy. (Liang <i>et al.</i> 2018a)
PR	Intangible risk (Qalati <i>et al.</i> 2021)	PR1: Privacy of my personal information (Ling <i>et al.</i> 2011)
	Intangible risk (Qalati <i>et al.</i> 2021)	PR2: Risky (Mao and Lyu, 2017)
	Intangible risk (Qalati <i>et al.</i> 2021)	PR3: Need more information about the host (Jin <i>et al.</i> 2016)
	Tangible risk (Lee and Deale, 2021)	PR4: Put me in danger (Ju <i>et al.</i> 2019)
	Tangible risk (Lee and Deale, 2021)	PR5: Physical loss (Choi and Ji, 2015)
SQ	Reliability (Lalicic and Weismayer, 2018)	SQ1: Reliable experience (Ju <i>et al.</i> 2019)
	Empathy (Cheng <i>et al.</i> 2018)	SQ2: Concern and care (Ju <i>et al.</i> 2019)
	Responsiveness (Shao <i>et al.</i> 2020)	SQ3: Responsive and helpful (Ju <i>et al.</i> 2019)
IQ	Completeness (Almahamid <i>et al.</i> 2010).	IQ1: Sufficient information (Kim <i>et al.</i> , 2008)
	Relevancy (Ramayah <i>et al.</i> 2010)	IQ2: Satisfied with the information (Kim <i>et al.</i> , 2008)
	Accuracy (Atika <i>et al.</i> 2016)	IQ3: Accurate and well organized (Ju <i>et al.</i> 2019)
	Ease of use (Kim and Niehm, 2009)	IQ4: Easy to use (Ju <i>et al.</i> 2019)
eWOM	Quantity (Sanyal <i>et al.</i> 2021)	eWOM1: Frequently read online reviews (Mao and Lyu, 2017)
	Quantity (Sanyal <i>et al.</i> 2021)	eWOM2: Frequently gather information (Mao and Lyu, 2017)
	Credibility (Maduretno and Junaedi., 2021)	eWOM3: Trustworthy (Sidra <i>et al.</i> 2020)
	Quality (Mansourimoayyed <i>et al.</i> 2021)	eWOM4: Perceptions and experiences (Alhidari <i>et al.</i> 2015)
EB	Save money (Santoso and Nelloh, 2017)	EB1: Save money (Amaro <i>et al.</i> 2019)
	Lower cost (Tussyadiah and Pesonen, 2016)	EB2: Lower cost than other websites (Amaro <i>et al.</i> 2019)
	Higher-quality at a lower cost (Pappas, 2017)	EB3: Unique accommodations (Amaro <i>et al.</i> 2019)
	more affordable (Dabbous <i>et al.</i> 2020)	EB4: Reducing expenses (Tussyadiah and Pesonen, 2016)
	Higher-quality at a lower cost (Pappas, 2017)	EB5: Higher-quality (Tussyadiah and Pesonen, 2016)
RI	Switching Intention (Liang <i>et al.</i> 2018a)	RI1: Would book from Airbnb (Hong, 2015)
	Satisfaction (Huarng and Yu, 2019)	RI2: Likely to choose Airbnb (Möhlmann, 2015)
	Authenticity (So <i>et al.</i> 2021)	RI3: Unique accommodations (Amaro <i>et al.</i> 2019)
	Switching Intention (Liang <i>et al.</i> 2018a)	RI4: Continue to use Airbnb after COVID-19 (Jin <i>et al.</i> 2016)

Source: Constructed by the author

The final survey included the target population for Airbnb customers, sampling method, and sample size as described in the following sections.

3.7.1 Target Population

The target population is defined as the totality of respondents who meet a specified set of criteria (Burns and Grove, 1997). The research's target population is global travellers who used Airbnb, with 146.9 million (Airbnb, 2020, p. 118) active travellers making reservations on the platform in 2020.

3.7.2 Sampling Method

The demographic profile (gender, age, education level, marital status, ethnicity, and the number of kids in the family) was analyzed to determine differences in the groups' intentions to use Airbnb. The cross-sectional design was adopted because this research entailed gathering data from the target population. Due to the lack of a sample frame (Taherdoost, 2016), this research employed a non-probability sampling technique (Schillewaert *et al.* 1998). After the pilot test was completed, the final questionnaire was extensively distributed using the snowball method (Biernacki and Waldorf, 1981) to groups of individuals.

3.7.3 Sampling Size

The sample size ("n") is calculated according to the equation in Table 19 (Chirayath, 2005). By looking at the data from the pilot test, the success rate (p) for the question RI4 is $(5+13+14=32) / 40 = 0.80$.

Table 18: Successful Rate for Question RI4

RI4_ I will book through Airbnb after COVID	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	1	2.5	2.5	2.5
Disagree	4	10.0	10.0	12.5
Slightly Disagree	3	7.5	7.5	20.0
Slightly Agree	5	12.5	12.5	32.5
Agree	13	32.5	32.5	65.0
Strongly Agree	14	35.0	35.0	100.0
Total	40	100.0	100.0	

Source: Constructed by the author

A new sample size (n) of at least 385 respondents is necessary for the final survey with 95% confidence level (Table 19).

Table 19: Sample Size Calculation under Simple Random Sampling

Equation	Variable	Data	Description
$n = \frac{N \left(\frac{z}{e}\right)^2 pq}{N - 1 + \left(\frac{z}{e}\right)^2 pq}$	N	146,900,000	target population
	z	1.96	confidence level 95%
	e	4.0%	tolerated level of sampling error
	p	0.80	successful rate; from pilot test (p=32/40)
	q	0.20	failure rate
n = 385			

Source: Constructed by the author

3.8 Data Analysis Techniques

SPSS version 26 is utilized to analyze the data in this research. This session listed down the analysis methodologies used in this study:

i) **Descriptive Statistics:** the fundamental objective of characterizing data, most commonly by describing the coefficients for a particular data set to estimate the frequency distribution table, cross-tabulation, scatter plot, mean and standard deviation (Choi *et al.* 2020, p. 342).

ii) **The Reliability Test:** Cronbach's alpha ("α") was used to determine reliability (Cronbach, 1951). Our pilot test involved 40 participants and a Cronbach's alpha of 0.895 (Table 16).

Cronbach's alpha scores ranging above 0.7 indicate that the measures are internally consistent and trustworthy, with our pilot test reliability being good (Hair *et al.* 2014).

Table 20: Cronbach's Alpha

Equation	Variable	Description
$\alpha = \frac{k}{k-1} \times \left(1 - \frac{\sum \sigma_i^2}{\sigma_x^2}\right)$	k	number of items on the measure
	σ_i^2	the variance of each individual
	σ_x^2	the variance of the total of all items on the index
Cronbach's alpha		Internal Consistency
$\alpha \geq 0.9$		Excellent
$0.8 \leq \alpha < 0.9$		Good
$0.7 \leq \alpha < 0.8$		Acceptable
$0.6 \leq \alpha < 0.7$		Questionable
$0.5 \leq \alpha < 0.6$		Poor
$\alpha < 0.5$		Unacceptable

Source: (Cronbach, 1951)

iii) **Factor Analysis:** a statistical technique for explaining the variability of observed, associated explanatory variables in terms of a smaller number of unknown variables called factors. Kaiser-Meyer-Olkin ("KMO") analysis assesses whether your data is acceptable for factor analysis (Kaiser, 1974).

The test examines the sampling appropriateness of both individual variables and the entire model. The statistic is a way of expressing the variance that exists between two variables.

The smaller the fraction, the more data is appropriate for factor analysis. KMO returns values between 0 and 1. The following is a typical rule of thumb for comprehending the statistic (Hadi *et al.* 2016):

Table 21: Factor Analysis

Equation	Variable	Description
$KMO = \frac{\sum \sum_{j \neq k} r^2_{jk}}{\sum \sum_{j \neq k} r^2_{jk} + \sum \sum_{j \neq k} a^2_{jk}}$	r_{jk}	simple correlation coefficient between variables j and k
	a_{jk}	partial correlation coefficient between variables j and k
KMO Value		Level of Acceptance
Above 0.90		Marvelous
0.80 to 0.89		Meritorious
0.70 to 0.79		Middling
0.60 to 0.69		Mediocre
0.50 to 0.59		Miserable
Below 0.50		Unacceptable

Source: (Kaiser, 1974).

Additionally, an eigenvalue of 1.00 or greater appears to be a suitable factor for determining the number of factors extracted using factor analysis. (Larsen and Warne, 2010).

iv) **Correlation Test:** The Pearson Correlation Coefficient ("r") is used to test and quantify the correlation between variables (Pearson, 1895).

If the Significance value ("Sig.") is 0.05, it indicates that a significant relationship exists.

If Sig. is more than 0.05, there is no correlation between the two attributes (Lai *et al.*, 2019), as summarized in Table 22.

Table 22: Description of p-value

Values of p	Description
$p > 0.10$	No evidence against the null hypothesis. i.e. data consistent with the null hypothesis
$0.05 < p < 0.10$	Low evidence against the null hypothesis in favor of the alternative
$0.01 \leq p < 0.05$	Moderate evidence against the null hypothesis in favor of the alternative
$0.001 \leq p < 0.01$	Strong evidence against the null hypothesis in favor of the alternative
$p < 0.001$	Very strong evidence against the null hypothesis in favor of the alternative

Source: Constructed by the author

If Sig. is less than 0.05, the link between them can be deduced by evaluating the r-value, where r is a positive integer between -1 and 1. When r approaches 1, a high positive correlation is implied; when r approaches -1, a strong negative correlation is implied (Table 23).

Table 23: Correlation Test

Equation	Variable	Description
$r = \frac{\sum(x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum(x_i - \bar{x})^2 \sum(y_i - \bar{y})^2}}$	r	correlation coefficient
	x_i	values of the x-variable in a sample
	$\bar{x}$	mean of the values of the x-variable
	y_i	values of the y-variable in a sample
	$\bar{y}$	mean of the values of the y-variable
Correlation Range		Interpretation
.90 to 1.00 (-.90 to -1.00)		Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)		High positive (negative) correlation
.50 to .70 (-.50 to -.70)		Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)		Low positive (negative) correlation
.00 to .30 (.00 to -.30)		Negligible correlation

Source: (Pearson, 1895)

v) **Linear Regression Analysis:** a statistical technique that uses several explanatory variables to forecast the result of a response variable, ascertain the existence of hypotheses, and determine the linear relationship between specified variables (Gefen *et al.* 2000).

There are two types of the linear regression model (Zou *et al.* 2003): Simple Linear Regression ("SLR") and Multiple Linear Regression ("MLR"), with the equation and description summarized in Table 24 below.

Table 24: Linear Regression

Type of Linear Regression	Equation	Variable	Description
Simple Linear Regression (SLR)	$y = \alpha + \beta x$	β	slope
		α	y-intercept
		y	dependent variable
		x	independent variable
Multiple Linear Regression (MLR)	$y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \dots + \beta_i x_i$	y	dependent variable
		β_0	Intercept
		β_i	slope for x_i
		x	independent variable

Source: (Gefen *et al.* 2000)

Adhering to the formulas for this research, both Linear Regression will be as follows:

$$\text{SLR: } PR = \alpha + \beta T$$

$$\text{MLR: } RI = \beta_0 + \beta_1 T + \beta_2 PR + \beta_3 SQ + \beta_4 IQ + \beta_5 eWOM + \beta_6 EB$$

The coefficient of determination (" R^2 ") and the variance inflation factor ("VIF") will be used to analyze the regression models in this study. The value of R^2 between 0 and 100%, indicating the extent to which the combined independent variables explain the dependent variables. It is a statistic used in conjunction with statistical models. The primary goal is either predicting future events or testing hypotheses using more relevant data. It calculates the fraction of the observed variation explained by the model to assess its ability to replicate observed outcomes (Glantz and Slinker, 2000, p. 248). R^2 near 0.19 indicate a weak correlation, while 0.33 is a moderate indication, whereas the value above 0.67 indicates a substantial correlation (Chin, 1998).

VIF measures the degree of multicollinearity among a set of multivariate regression variables. The VIF of a regression model variable is the ratio of overall model variance with that single variable (Belsley, 1991). This ratio is calculated for each independent variable; when the VIF is less than 5, the independent variable does not exhibit multicollinearity. Conversely, a high VIF indicates that the independent variable with which it is correlated is considerably collinear with other variables. If it exceeds 5, it is prudent to exclude that variable from consideration or to reconstitute the set of independent variables in some other way (Shrestha, 2020).

vi) **Independent t-test:** it is a test for equality of population variances for two group (Male and Female)

$$H_0: \sigma^2_M = \sigma^2_F$$

If the null hypothesis is rejected, the data readings are likely to be resilient and not random.

$$H_{8a}: \sigma^2_M \neq \sigma^2_F$$

Levene's test is also used to determine whether the variances of two variables are identical (Gastwirth *et al.* 2009). Several widely used statistical procedures assume that the populations' variances from which the samples are drawn are equal. Levene's test validates this assumption. If the resulting p-value for Levene's test is less than the significance level at 0.05, the observed differences in sample variances are very improbable to have occurred from random sampling from a population with equal variances. Thus, the null hypothesis of equal variances is rejected, and it is inferred that the variances of the population are different.

It examines the means of two independent groups to see if statistical evidence shows that the corresponding population means differ significantly. The t-test mathematically establishes the research questions by assuming that the two means are equal (Meyers *et al.* 2006, pp. 316-319). Certain values are calculated and compared to the standard values using the applicable formulas, and the presumed null hypothesis is accepted or rejected accordingly.

Test for equality of means for two groups (Male and Female)

$$H_0: \mu_M = \mu_F$$

If the null hypothesis is rejected, the data readings are likely to be resilient and not random.

$$H_{8a}: \mu_M \neq \mu_F$$

The test starts by determining a threshold of significance to reject or accept the alternative hypothesis. This value is commonly set at 0.05. If the result is less than or equal to the 5% level of significance, the null hypothesis that the variances of the two groups are equal can be rejected, indicating that the variances are dissimilar (D'agostino *et al.* 1988).

vii) **One-way Analysis of Variance ("ANOVA")**: a way for comparing three or more data sets and then compare what each means (Kim, 2017). This study was used to examine the impact of gender (H8_a), age (H8_b), education level (H8_c), ethnicities (H8_d), marital status (H8_e), and the number of kids in the family (H8_f) on RI. It specifically examines the null hypothesis, In the below formula, μ refers to group mean, and K refers to the number of groups:

$$H_0: \mu_1 = \mu_2 = \mu_3 = \dots = \mu_K$$

$$H_A: \mu_1 \neq \mu_2 \neq \mu_3 \neq \dots \neq \mu_K$$

3.9 Research Ethics

This research maintains the confidentiality and privacy of the information gathered from the interviews, and all information is utilized solely to conduct this academic research project. Therefore, to protect the confidentiality of the information given by the interviewers, this research does not divulge personal data, and no identifying data is necessary for the interviews, such as name, company, and contact information, which are not required in the focus group interviews. Additionally, after six months from submitting this paper, all collected data will be disposed of.

3.10 Limitations on Research Method

The fundamental limitation of qualitative approaches to corpus analysis is that the conclusions cannot be generalized to larger populations; only 400 pieces of accurate data is collected in this research. This research sought to collect responses from all areas where Airbnb hosts are listed; however, due to time constraints and the sample size, the author could not reach a larger population around the globe. When the questionnaire was distributed using the snowball method, it is possible that the respondents were influenced by their peers when answering the questions.

3.11 Summary

Quantitative and qualitative data were used in this study. The author first held a focus group for primary data, then designed a questionnaire based on the measurements and questions adopted by scholars, followed by a pilot test before disrupting the final survey using the snowball technique.

All data is analyzed using SPSS; further details on the analysis results are provided in the following chapter.

Chapter 4: Data Description and Analysis

This chapter elaborated on the findings of the primary research. Graphs and tables are used to display data characteristics, summarize descriptive statistics, and detail variables. Descriptive statistics are summarized in tables and graphs. The data was also analyzed to find correlations between variables. This study used cross-tabulation, reliability, factor analysis, correlation, regression, independent t-test, and one-way ANOVA.

4.1 Data from the Focus Group

The focus group on 17 April 2021 gathered valuable feedback from 10 participants who highlighted problems and key factors from actual Airbnb users. 6 questions were asked of each respondent (Appendix 1), and similar responses were used in this study as important factors influencing RI on Airbnb. The majority had a positive experience with Airbnb; Some believed the Airbnb provided high IQ, which is in line with Chen and Chang's (2018) findings; others thought the Airbnb host did well in terms of SQ, consistent with the findings from Ju *et al.* (2019). The respondents rated the Airbnb platform as trustworthy, and PR influenced their RI, which corresponds to the TAM Model described by Kesharwani *et al.* (2012) in their research on the relationship between Trust and PR. Almost all respondents said they would continue to use Airbnb after the COVID-19 pandemic and would not use traditional hotels for reasons such as the unique accommodation type, EB, and the apartment size, which may accommodate a larger family. The findings are summarized in Table 25, along with the keyword frequency and how it correlates with the factors developed in this research.

Table 25: Keyword Summary of the Focus Group's Findings and the Factors Developed

Keywords	Repeating Frequency	Factors Developed
Trust	7	Trust
Privacy	4	Perceived Risk
Informative/ Information	6	Information Quality
Service/ Quality	7	Service Quality
Review	6	eWOM
Cost/ Money	7	Economy Benefits
Unique	5	Economy Benefits
Larger	7	Economy Benefits

Source: Constructed by the author

4.2 Data from the Final Survey

A survey was conducted to ascertain the influence of Trust, PR, SQ, IQ, eWOM, and EB on Airbnb RI. The survey was distributed online; respondents were provided with the survey link to complete the survey. The survey would be received only after the respondent confirmed by clicking the submit button. Therefore, the survey received a perfect 100% response rate (Table 26).

The results were used to form the analysis in this study. Between 23 May and 19 June 2021, 431 responses were received from the final survey. A total of 31 responses were excluded from consideration due to their lack of prior experience with the Airbnb platform.

Therefore, a total of 400 pieces of valid data were used in this research. In addition, all respondents were at least 18 years old and had previously used the Airbnb platform.

Table 26: Rate of Response in the Pilot Test and in the Final Online Survey

Pilot Test	Response Rate	Online questionnaire	Responds Rate
40	100%	431 (collected)	100%
		400 (valid)	

Source: Constructed by the author

4.2.1 Demographic Data

Table 27 summarizes and categorizes the 400 survey respondents by gender, age, education level, ethnicity, marital status, and the number of children.

Table 27: A Summary of the Demographic Data Collected from 400 Respondents

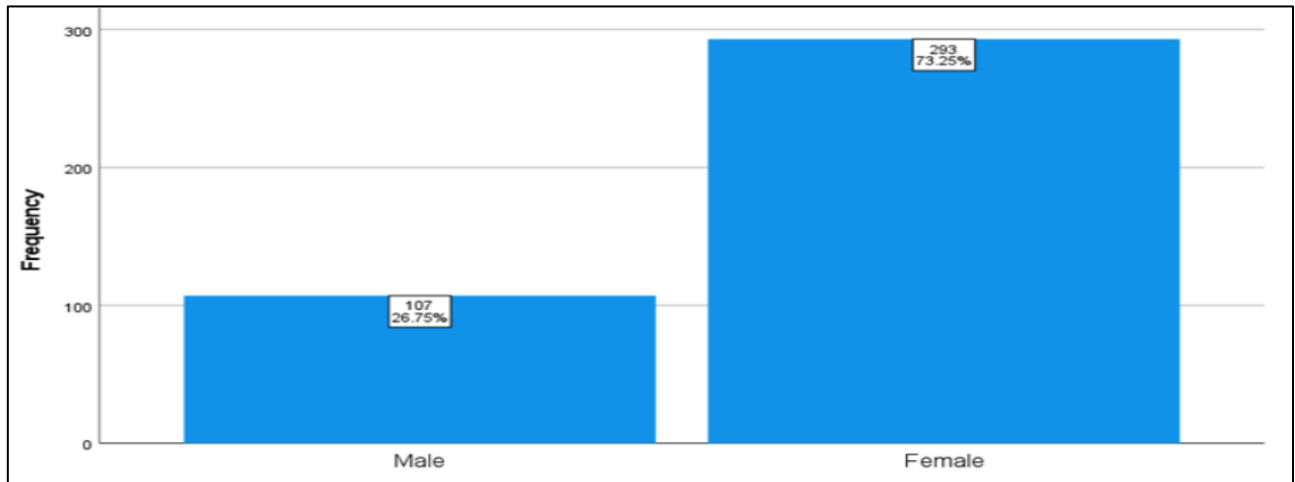
Variables	Information	Frequency	Percent (%)	Subtotal (%)
Gender	Male	107	26.8	400 (100)
	Female	293	73.3	
Age	18-24	86	21.5	400 (100)
	25-34	91	22.8	
	35-44	118	29.5	
	45-54	71	17.8	
	55-64	31	7.8	
	65 or above	3	0.8	
Education level	High school or equivalent	53	13.3	400 (100)
	Associate degree	21	5.3	
	Bachelor's degree	195	48.8	
	Master's degree	124	31.0	
	Doctorate degree	7	1.8	
Ethnicity	Asian/ Pacific Islander	254	63.5	400 (100)
	Black or African American	4	1.0	
	Hispanic or Latino	6	1.5	
	Native American or American Indian	5	1.3	
	White	125	31.3	
	Others	6	1.5	
Marital status	Single	172	43.0	400 (100)
	Married or domestic partnership	204	51.0	
	Windowed/ Divorced/ Separated	24	6.0	
Number of kids in the family	0	279	69.8	400 (100)
	1	35	8.8	
	2	51	12.8	
	3	20	5.0	
	4	7	1.8	
	5 or above	8	2.0	

Source: Constructed by the author

4.2.1.1 Gender

Figure 10 illustrated that 73.25% of responders were female, with only 26.75 % male. This is in line with Abubakar (2017), who a positive relation between eWOM, T, and RI that varies by gender. Abubakar (2017) and Dwyer (2002) have also revealed that females have a greater risk perception and are more risk-tolerant than males in various situations.

Figure 9: Graph of Respondents' Gender

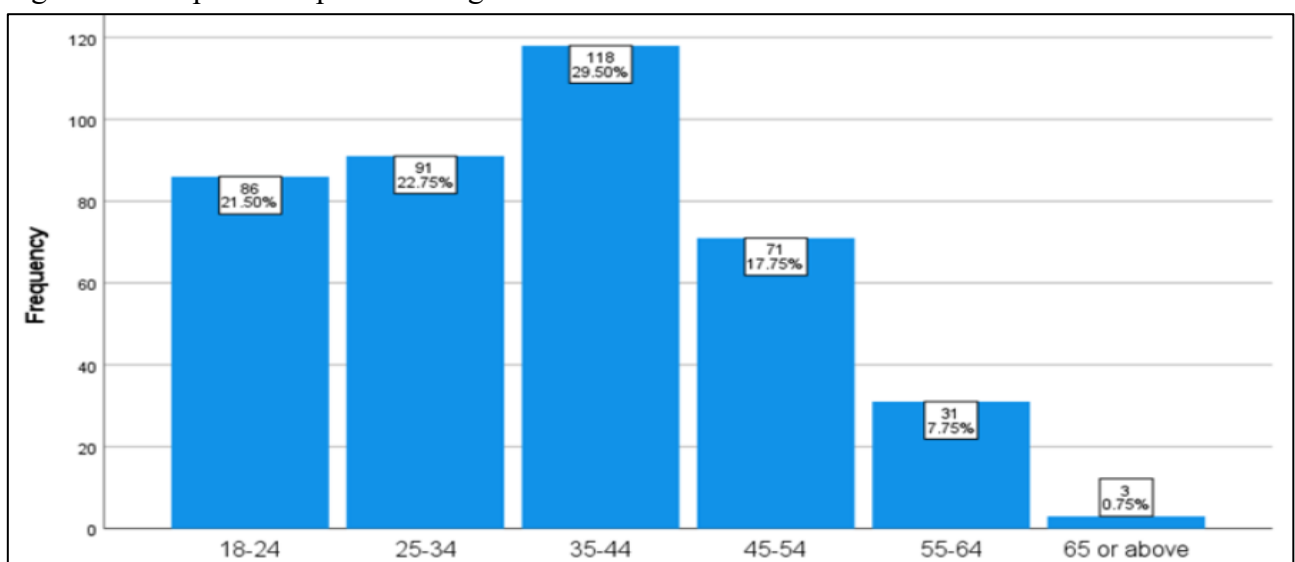


Source: Constructed by the author

4.2.1.2 Age

The distribution of six age groups among 400 respondents is depicted in Figure 11. The group between 35 and 44 received the greatest responses, with 118 respondents (29.50%). The over-65 age category received the fewest responses, with only three people responding (0.75%).

Figure 10: Graph of Respondents' Ages

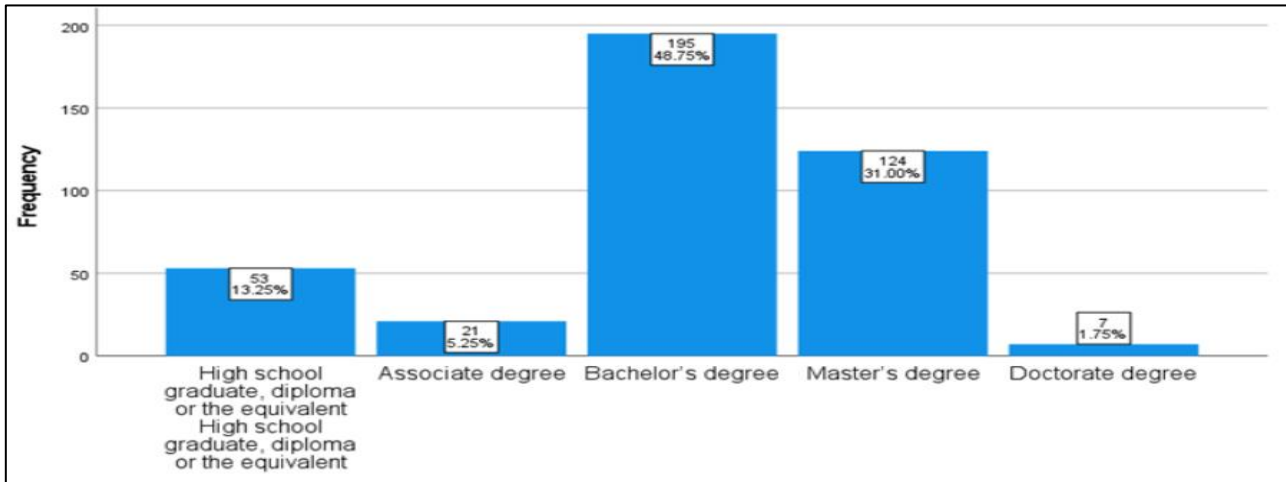


Source: Constructed by the author

4.2.1.3 Education Level

The distribution of five education level groupings is depicted in Figure 12. With 195 respondents (48.75%) have a bachelor's degree. Respondents with a PhD have the lowest response rate, with only seven responding to the survey (1.75%).

Figure 11: Graph of Respondents' Education Level



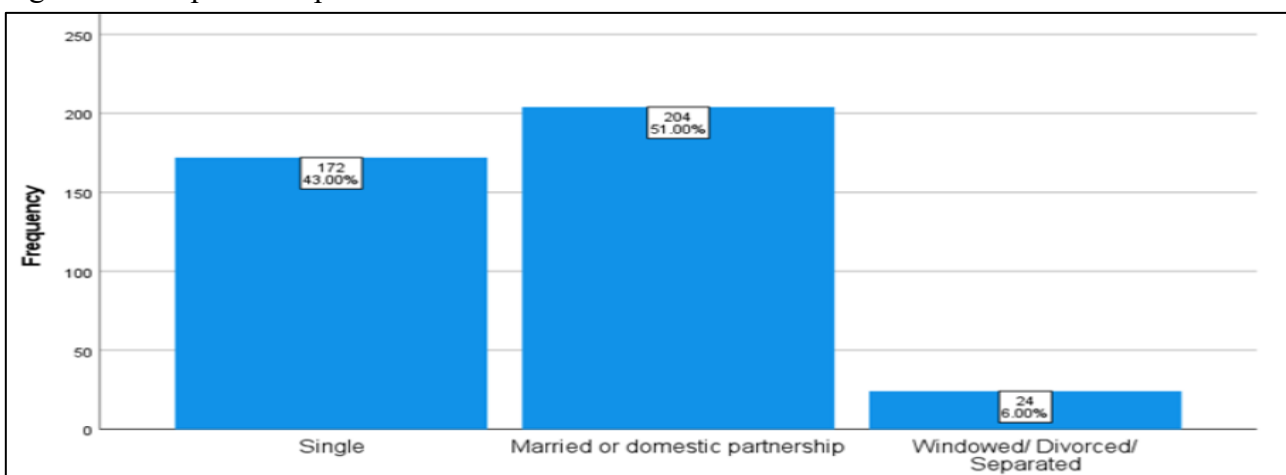
Source: Constructed by the author

This result from Figure 11 and Figure 12 is consistent with other research findings, which discovered that Airbnb users are more prominent in highly educated demographic groups, with a median age of 30 (Cansoy and Schor, 2016).

4.2.1.4 Marital Status

According to Figure 13, 204 of 400 respondents (51%) are married or in a domestic partnership. 172 (43%) of the group are unmarried.

Figure 12: Graph of Respondents' Marital Status

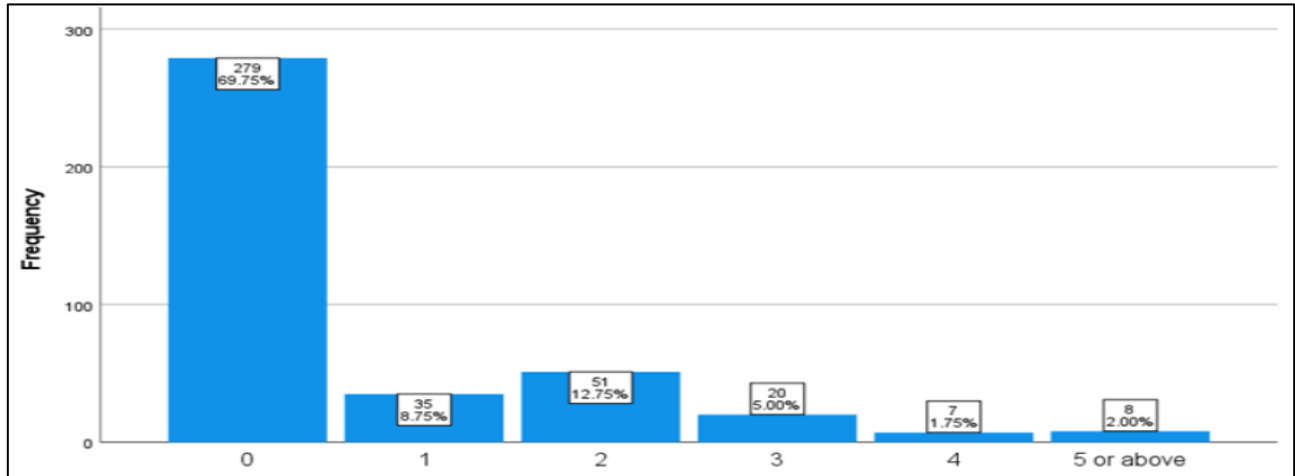


Source: Constructed by the author

4.2.1.5 Number of kids in the family

279 respondents (69.75%) do not have children (Table 14). The next highest group is the family with 2 kids, 51 respondents (12.75%). The family with 4 kids is the smallest group with 7 respondents (1.75%).

Figure 13: Graph Depicting the Number of Kids in Each Respondent's Family.



Source: Constructed by the author

4.2.1.6 Summary of Demographic Data

This research obtained 400 responses from the circulated questionnaire; 73.25% of the respondents were female, and the bulk of the respondents (29.5%) were between the ages of 35 and 44; 48.75% of those respondents had a bachelor's degree. Almost half of the group is now single, and 51% are married or in a domestic partnership. 69.75% of the people in the group do not have children in their families.

4.3 Cross-Tabulation of Demographic Factors on Repurchase Intention

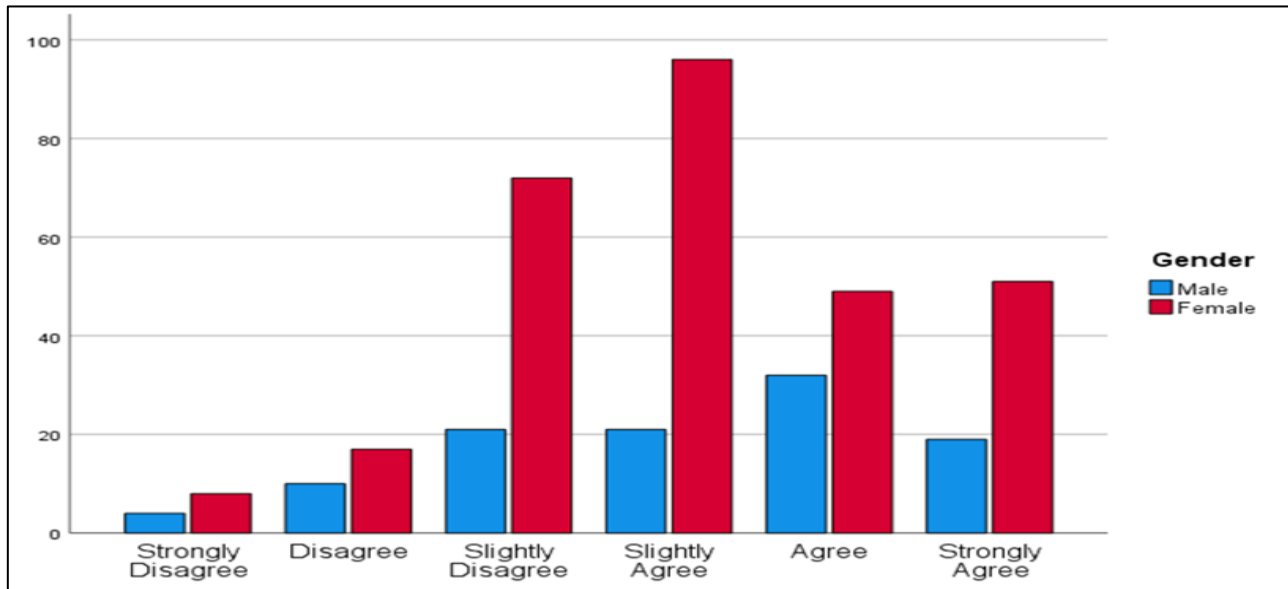
Cross-tabulation is a quantitative technique used to investigate the relationship between many variables (Kamakura and Wedel, 1997). Additionally, it demonstrates how correlations vary according to variable grouping. It is frequently used in statistical analysis to deduce patterns, trends, and probabilities from unstructured data (Carroll, 1990).

Therefore, cross-tabulation was used in this study to determine whether gender and the number of children in the household are associated with RI on Airbnb.

4.3.1 Repurchase Intention and Gender

Lee and Kim (2018a) have demonstrated the moderating effect of men and women having differing perspectives on hotels, brand perceptions, and decisions. Figure 15 and Table 28 illustrate 196 respondents with slightly agree or above out of 293 female respondents (66.9%) indicated a preference for Airbnb over other hotel reservation platforms. In contrast, 72 male respondents out of 107 (67.3%) responded positively. As a result, the choice for both genders is comparable, with 67.1% of respondents favoring Airbnb over other hotel reservation sites.

Figure 14: Repurchase Intention (RI1) and Gender



Source: Constructed by the author

Table 28: Factor for D1_Gender*RI1

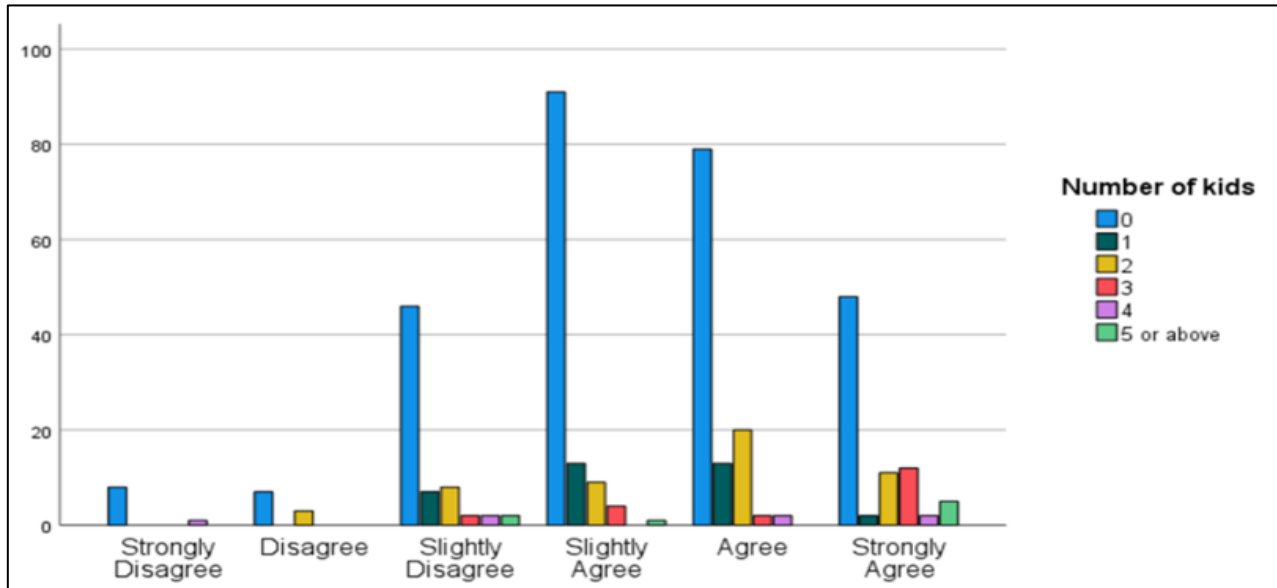
Cross-tabulation			RI1_ Would book from Airbnb						
			Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree	Total
D1_Gender	Male	Count	4	10	21	21	32	19	107
		% within D1_Gender	3.7%	9.3%	19.6%	19.6%	29.9%	17.8%	100%
	Female	Count	8	17	72	96	49	51	293
		% within D1_Gender	2.7%	5.8%	24.6%	32.8%	16.7%	17.4%	100%
Total		Count	12	27	93	117	81	70	400
		% within D1_Gender	3%	6.8%	23.3%	29.3%	20.3%	17.5%	100%

Source: Constructed by the author

4.3.2 Repurchase Intention and Number of Children in the Family

Figure 16 and Table 29 illustrate that families with children are more likely to favor utilizing Airbnb. 60% of families with three children strongly agree, and 62.5% of families with five or more children strongly agree.

Figure 15: Repurchase Intention (RI2) and Number of Children in the Family



Source: Constructed by the author

Table 29: Factor for D7*RI2

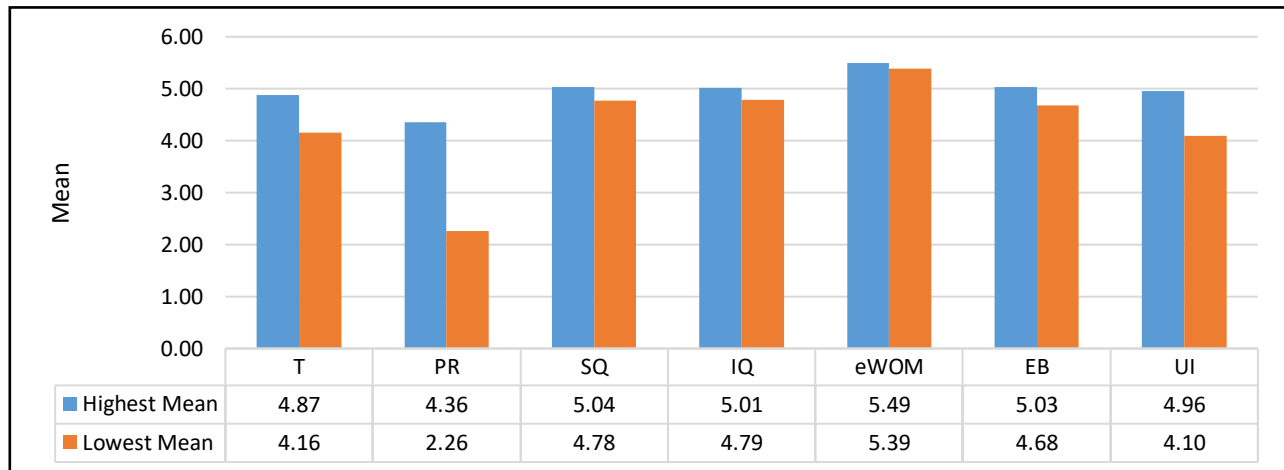
Cross-tabulation			RI2_ Likely to choose Airbnb					
			Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
D7_How many kids do you have?	0	Count	8	7	46	91	79	48
		% within D7	2.9%	2.5%	16.5%	32.6%	28.3%	17.2%
	1	Count	0	0	7	13	13	2
		% within D7	0.0%	0.0%	20.0%	37.1%	37.1%	5.7%
	2	Count	0	3	8	9	20	11
		% within D7	0.0%	5.9%	15.7%	17.6%	39.2%	21.6%
	3	Count	0	0	2	4	2	12
		% within D7	0.0%	0.0%	10.0%	20.0%	10.0%	60.0%
	4	Count	1	0	2	0	2	2
		% within D7	14.3%	0.0%	28.6%	0.0%	28.6%	28.6%
Total		Count	9	10	67	118	116	80
		% within D7	2.3%	2.5%	16.8%	29.5%	29.0%	20.0%

Source: Constructed by the author

4.4 Each Factor's Highest and Lowest Averages

The mean scores for each factor are depicted in Figure 17 and their highest and lowest values. Table 30 contains the mean, standard deviation, minimum and maximum values for each variable.

Figure 16: Each Factor's Highest and Lowest Averages



Source: Constructed by the author

Table 30: Descriptive Statistics

	Minimum	Maximum	Mean	Std. Deviation
T1_ Adheres to commitments and promises	1	6	4.87	0.896
T3_ Sufficient safeguards in place	1	6	4.16	1.337
PR3_ Need more information about the host	1	6	4.36	1.443
PR5_ Physical loss	1	6	2.26	1.194
SQ1_ Reliable experience	1	6	5.04	0.852
SQ3_ Responsive and helpful	1	6	4.78	0.996
IQ4_ Easy to use	1	6	5.01	0.895
IQ1_ Sufficient information	1	6	4.79	0.895
eWOM1: Frequently read online reviews	2	6	5.49	0.791
eWOM3: Trustworthy	3	6	5.39	0.703
EB3_ Unique accommodations from Airbnb	1	6	5.03	1.021
EB2_ Lower cost than other websites.	1	6	4.68	1.163
RI3_ Unique accommodations	1	6	4.96	1.008
RI1_ Would book from Airbnb	1	6	4.10	1.292
Valid N (listwise) = 400				

Source: Constructed by the author

The mean of eWOM was the highest at 5.49, with a standard deviation of 0.791. According to the data, Airbnb's eWOM is crucial for travellers and substantially impacts their intention to use the

service. On the other hand, PR has a lower mean score of 2.26 and a standard deviation of 1.194. The findings indicate that eWOM appears to play an essential role in travellers' RI on Airbnb. Additionally, customers would consider the SQ provided by the Airbnb host while making a booking decision.

4.5 Reliability Test

A reliability test in terms of Cronbach's Alpha coefficient was used to analyze the internal consistency of the study to ensure that the information obtained from the questionnaire was reliable.

Table 31: Reliability Statistics

Factors	N of items	Cronbach's Alpha		Researcher
		This research (N=400)	Other research	
T	4	0.860	0.849	(Namahoot and Laohavichien, 2018)
PR	5	0.785	0.890	(Amaro <i>et al.</i> 2019)
SQ	3	0.831	0.926	(Namahoot and Laohavichien, 2018)
IQ	4	0.890	0.874	(Hanjaya <i>et al.</i> 2019)
eWOM	3	0.705	0.834	(Woon and Chng, 2019)
EB	5	0.868	0.840	(Amaro <i>et al.</i> 2019)
RI	4	0.880	0.860	(Amaro <i>et al.</i> 2019)
Total	28	0.884		

Source: Constructed by the author

The reliability test conducted on the questionnaire's 28 items got a Cronbach's coefficient of 0.884 (Table 31), significantly greater than the specified minimum value of 0.7 (Table 20), thus, quite an excellent reliability.

When compared to other studies, most components are roughly the same at over 0.85, except for SQ, which is lower than the 0.890 from Namahoot and Laohavichien (2018); PR, which is lower than the 0.890 from Amaro *et al.* (2019); and eWOM, which is lower than the 0.834 from Woon and Chng (2019).

4.6 Factor Analysis

Table 32 shows the analysis results concerning the KMO sampling method and Bartlett's sphericity test. The KMO matrix value in this study is 0.880, which is higher than the permissible index of 0.5 and falls within the Meritorious zone (Table 21).

Table 32: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	Bartlett's Test of Sphericity		
	Approx. Chi-Square	df	Sig.
.880	6279.603	300	.000

Source: Constructed by the author

Each component has an eigenvalue larger than 1 (Table 33), demonstrating its significance. The eigenvalue represents the proportion of total variation explained by each factor. Any factor with an Eigenvalue less than 1 does not present enough total variance to be considered a unique factor and is thus ignored.

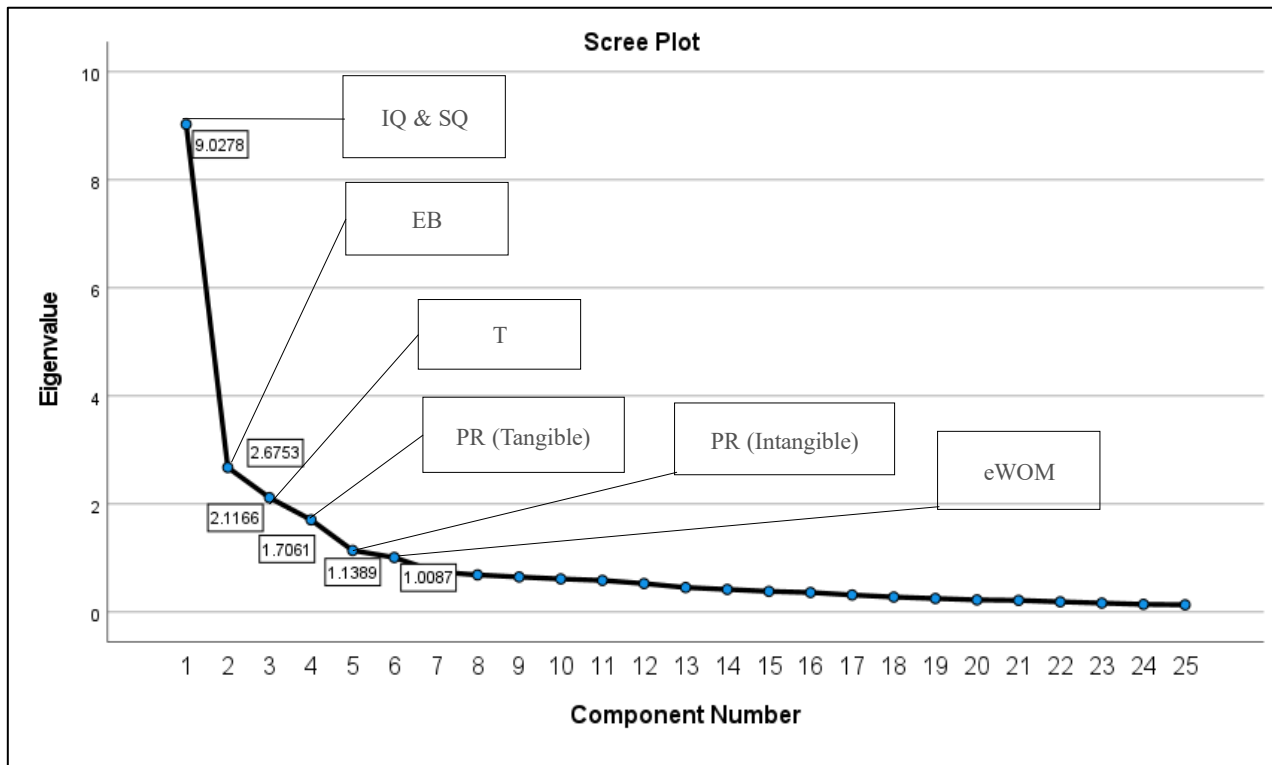
The cumulative percent is less than 100% since not all variations are explained when only a subset of factors is considered in the final analysis (Amerioun *et al.* 2018). The degree of confidence is set to 99% when the significance level is set to 0.01. The significance level of Bartlett's test of sphericity is less than 0.01, indicating that factor analysis is valid for this study (Kaiser, 1974).

Table 33: Total Variance Explained

No.	Factor	Initial Eigenvalues, Extraction Method: Principal Component Analysis		
		Total	Variance (%)	Cumulative variance (%)
1	IQ SQ	9.028	36.111	36.111
2	EB	2.675	10.701	46.812
3	T	2.117	8.466	55.279
4	PR (Tangible)	1.706	6.824	62.103
5	PR (Intangible)	1.139	4.556	66.659
6	eWOM	1.009	4.035	70.694

Source: Constructed by the author

Figure 17: Screen plot for Eigenvalues



Source: Constructed by the author

Table 33 and Figure 17 are used to extract eigenvalues greater than one. Six factors are accounted for 70.694 % of the cumulative variance.

Each of the six factors has an eigenvalue of 9.028, 2.675, 2.117, 1.706, 1.139, and 1.009.

Note that the scree plot flattens out after the fifth component; however, since the Eigenvalues are more than 1, all the factors are significant. In this study approach, IQ and SQ are the most critical components.

Table 34: Rotated Component Matrix

			Factor loading values		
No.	Factors	Items	This research	Other research	
1	IQ & SQ	IQ4_ Easy to use	0.807	0.848	(Ju <i>et al.</i> 2019)
		SQ2_ Concern and care	0.797	0.691	(Ju <i>et al.</i> 2019)
		IQ1_ Sufficient information	0.764	0.880	(Kim <i>et al.</i> 2008)
		IQ2_ Satisfied with the information	0.749	0.891	(Kim <i>et al.</i> 2008)
		IQ3_ Accurate and well organized	0.747	0.697	(Ju <i>et al.</i> 2019)
		SQ1_ Reliable experience	0.684	0.562	(Ju <i>et al.</i> 2019)
		SQ3_ Responsive and helpful	0.649	0.919	(Ju <i>et al.</i> 2019)
2	EB	EB2_ Lower cost than other websites	0.849	0.940	(Amaro <i>et al.</i> 2019)
		EB1_ Save money	0.806	0.920	(Amaro <i>et al.</i> 2019)
		EB4_ Reducing travel expenses	0.790	0.890	(Tussyadiah and Pesonen, 2016)
		EB5_ Higher-quality	0.745	0.720	(Tussyadiah and Pesonen, 2016)
		EB3_ Unique accommodations	0.643	0.790	(Amaro <i>et al.</i> 2019)
3	T	T3_ Sufficient safeguards in place	0.959	0.917	(Priporas <i>et al.</i> 2017)
		T4_ Trustworthy	0.707	0.830	(Liang <i>et al.</i> 2018a)
		T2_ Keep its promises	0.679	0.850	(Liang <i>et al.</i> 2018a)
4	PR	PR4_ Put me in danger	0.891	0.930	(Mao and Lyu, 2017)
	(Tangible)	PR5_ Physical loss	0.884	0.710	(Choi and Ji, 2015)
5	PR (Intangible)	PR1_ Privacy of my personal information	0.883	0.790	(Ling <i>et al.</i> 2011)
		PR2_ Risky	0.694	0.930	(Mao and Lyu, 2017)
		PR3_ Need information about host	0.594	0.900	(Jin <i>et al.</i> 2016)
6	eWOM	eWOM2_ Frequently gather information	0.868	0.940	(Mao and Lyu, 2017)
		eWOM1_ Frequently read online reviews	0.862	0.920	(Mao and Lyu, 2017)
Extraction Method: Principal Component Analysis.					
Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 7 iterations.					

Source: Constructed by the author

The factors are rotated to make them more comprehensible. Rotation guarantees that as many variables as possible are explained or predicted by various underlying factors and that each component explains several items. One characteristic to examine in the Rotated Matrix of Factor Loadings is the degree to which simple structure is obtained (Table 34), utilizing principal component analysis and the Varimax with Kaiser Normalization rotation approach (Kaiser, 1958). The factor analysis technique aided in identifying component factors from 28 elements associated with antecedents of RI on Airbnb.

4.7 Correlation Test

Correlation coefficients are used to represent the strength of a relationship between two variables. The following table compares the findings of this study to those of previous studies.

Table 35: Correlation Analysis of Factors In Comparison to Other Research

	This research			Other research	
	N	r**	N	r**	Researcher
H ₁ (T → PR)	400	-0.360	468	-0.220	(Kim <i>et al.</i> 2008)
H ₂ (PR → RI)		-0.380	356	-0.253	(Qalati <i>et al.</i> 2021)
H ₃ (T → RI)		0.509	606	0.440	(Wang <i>et al.</i> 2020)
H ₄ (SQ → RI)		0.533	360	0.500	(Wu <i>et al.</i> 2011)
H ₅ (IQ → RI)		0.575	171	0.316	(Kim and Niehm, 2009)
H ₆ (eWOM → RI)		0.355	604	0.426	(Tarkang <i>et al.</i> 2020)
H ₇ (EB → RI)		0.655	656	0.473	(Tussyadiah and Pesonen, 2016)
** Correlation is significant at the 0.01 level					

Source: Constructed by the author

The closer the Pearson correlation coefficient (r) value is near +1 or -1, the stronger the degree of correlation between two variables is deemed. The hypothesis H₇, which pertains to EB, exhibits a substantial positive correlation with the RI on Airbnb in this study (Table 35); it had the highest positive correlation coefficient, 0.655 at 99% confidence level, which is greater than that of a previous study conducted by Tussyadiah and Pesonen (2016).

Table 36: Correlations Among the Variables.

	T	PR	SQ	IQ	eWOM	EB	RI
Trust (T)	—						
Perceived Risk (PR)	-0.360**	—					
Service Quality (SQ)	0.677**	-0.423**	—				
Information Quality (IQ)	0.643**	-0.429**	0.681**	—			
eWOM	0.286**	-0.313**	0.408**	0.412**	—		
Economic Benefits (EB)	0.444**	-0.272**	0.457**	0.406**	0.365**	—	
Repurchase Intention (RI)	0.509**	-0.380**	0.533**	0.575**	0.355**	0.655**	—
** Correlation is significant at the 0.01 level							

Source: Constructed by the author

The significant value is less than 0.01 for all variables designated with ** (Table 36); therefore, the outcome of the variables in this study may be predicted with a high degree of confidence level (99%).

4.8 Regression Model

Regression analysis is a collection of statistical techniques used to determine the connection between independent and dependent variables. It helps assess the strength of the relationship between variables and forecasting their relationship. SLR, MLR, together with the stepwise approach, were utilized in this work to determine the relationship between variables.

4.8.1 Simple Linear Regression for Trust and Perceived Risk

A statistical strategy for identifying the relationship between a dependent and an independent variable is SLR. The SLR adopted for this research identified a strong relationship between the dependent variable: Avg_PR, and the independent variable: Avg_T.

Table 37: Model Summary for the Simple Linear Regression Model

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.170 ^a	0.029	0.026	0.9906
a. Predictors: (Constant), Avg_T				
b. Dependent Variable: Avg_PR				

Source: Constructed by the author

R^2 is the proportion of dependent variable variation explained by a linear model (Veall and Zimmermann, 1996).

$$R^2 = \frac{\text{Variance explained by the model}}{\text{Total variance}}$$

R^2 in Model 1 accounts for 2.9% of the variation in Avg_PR of using Airbnb (Table 37), indicating that the model can only be explained a small portion of the variation in the response variable Avg_T around its mean.

Table 38: ANOVA for the Simple Linear Regression Model

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.584	1	11.584	11.805	<.001 ^b
	Residual	390.548	398	0.981		
	Total	402.132	399			
a. Dependent Variable: Avg_PR						
b. Predictors: (Constant), Avg T						

Source: Constructed by the author

The ANOVA technique is utilized (Table 38). The total degree of freedom (df) equals the sum of the regression and residual df, which is one less than the dataset size.

F=11.805 is obtained by dividing the Mean Square Regression (11.584) by the Mean Square Residual (0.981). This F value is associated with p-value (<.001); There is enough evidence to support that SLR model is valid to analyze the data consistently at a 99% confidence level (Table 22).

Table 39: Coefficients Table for Simple Regression Model

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.986	0.254		15.680	<0.001		
	Avg_T	-0.187	0.054	-0.170	-3.436	<0.001	1.000	1.000
a. Dependent Variable: Avg_PR								

Source: Constructed by the author

Indicator B (Table 39) represents the coefficients of the regression equation used to predict the dependent variable: Avg_PR, from the independent variable: Avg_T. The regression equation can be presented as follows:

$$\text{Avg_PR} = 3.986 - 0.187 \times \text{Avg_T}$$

The coefficient for Avg_T is -0.187, meaning for every unit increase in Avg_T, a -0.187 unit decrease

in Avg_PR, holding all other variables constant.

The standard error is used for testing whether the parameter is significantly different from 0 by dividing the parameter estimate by the standard error to obtain a t-value. The coefficients obtained by standardizing all of the variables in the regression are referred to as beta (Peterson and Brown, 2005). It is used to compare the size of the coefficients to determine which one has a greater influence; stronger betas are connected with larger t-values.

$$\beta = -0.170 = \text{weak negative relationship between T and PR}$$

4.8.1.1 Variance Inflation Factor

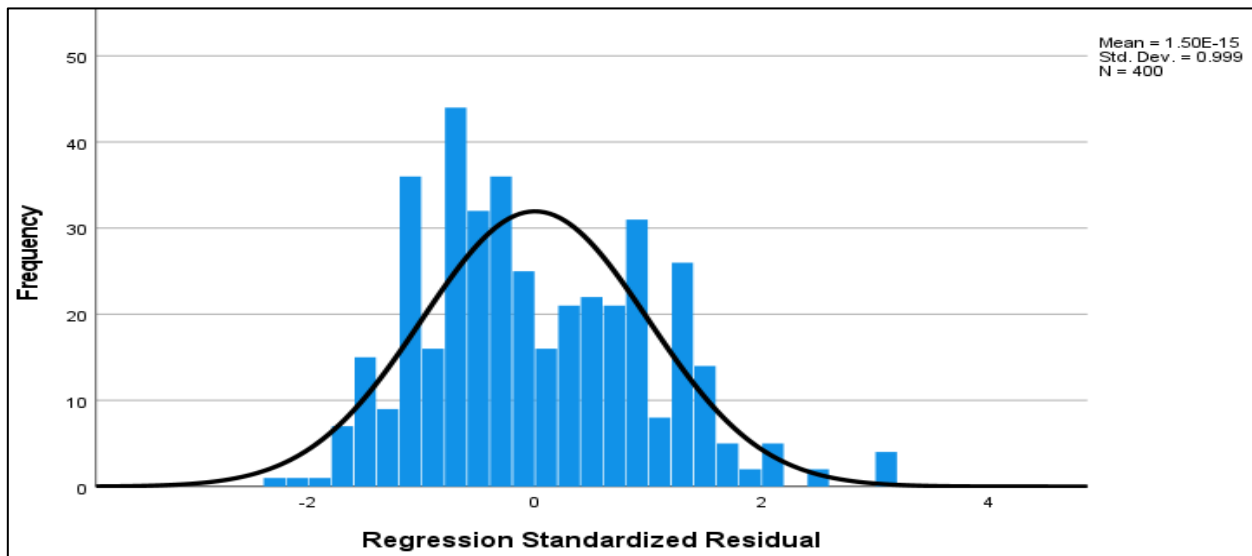
VIF measures the degree of multicollinearity among a set of multivariate regression variables, as discussed in Chapter 3.8. The independent variable does not exhibit multicollinearity when the VIF is less than 5 (Shrestha, 2020).

In this study, the multicollinearity issue appeared to be absent as the values of VIF 1.000 were well below the threshold of 5.

4.8.1.2 Histogram and Scatterplot

Each variable had a normal distribution based on a visual examination of the histogram (Figure 19); the residuals follow a normal standardized with an average zero.

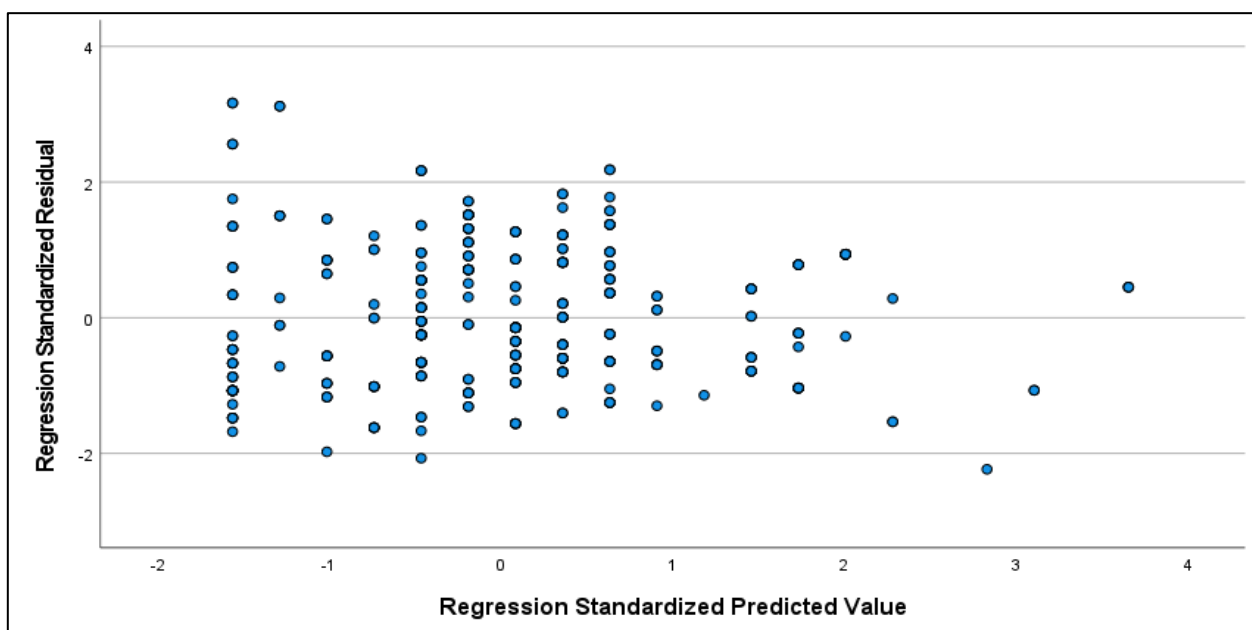
Figure 18: Histogram of Perceived Risk



Source: Constructed by the author

The relationship is linear, with the slope of the scatterplot in Figure 20 being slightly negative tendency, indicating a weak negative relationship between Avg_PR and Avg_T.

Figure 19: Scatterplot of Perceived Risk



Source: Constructed by the author

The Histogram (Figure 19) and Scatterplot (Figure 20) show that SLR model is appropriate to use.

4.8.2 Multiple linear regression for repurchase intention on Airbnb

MLR is similar to SLR except that it involves numerous independent variables. The MLR adopted for this research identified a relationship between the dependent variable: Avg_RI, and the independent variables: Avg_EB, Avg_PR, Avg_eWOM, Avg_T, Avg_IQ, and Avg_SQ.

Table 40: Model Summary for Multiple Linear Regression Model

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763 ^a	.583	.576	.66599
a. Predictors: (Constant), Avg_EB, Avg_PR, Avg_eWOM, Avg_T, Avg_IQ, Avg_SQ				
b. Dependent Variable: Avg_RI				

Source: Constructed by the author

R^2 in Model 1 (Table 41) accounts for 58.3% of the variation in Avg_RI, indicating that the model firmly explains the variation in the response variable around its mean. The research revealed that the variables have a strong relationship at a 99% confidence level.

Table 41: ANOVA for Multiple Linear Regression Model

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	243.333	6	40.556	91.436	<.001 ^b
	Residual	174.311	393	0.444		
	Total	417.644	399			
a. Dependent Variable: Avg_RI						
b. Predictors: (Constant), Avg_EB, Avg_PR, Avg_eWOM, Avg_T, Avg_IQ, Avg_SQ						

Source: Constructed by the author

The total degree of freedom (df) equals the sum of the regression and residual df, which is one less than the dataset size. $F=91.436$ is obtained by dividing the Mean Square Regression (40.556) by the Mean Square Residual (0.444). This F value is associated with a very strong p-value (<0.001), indicating there are enough evidences to support that MLR model is valid to analyze the data consistently at a 99% confidence level (Table 22).

Table 42: Coefficients Table for Multiple Regression Model

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.550	0.370		1.489	0.137		
	Avg_T	0.003	0.058	0.002	2.432	0.017	0.399	2.507
	Avg_PR	-0.092	0.035	-0.090	-2.643	0.009	0.908	1.101
	Avg_SQ	0.180	0.076	0.142	2.363	0.019	0.294	3.401
	Avg_IQ	0.400	0.073	0.306	5.478	<.001	0.341	2.931
	Avg_eWOM	0.195	0.064	0.109	3.059	0.002	0.837	1.195
	Avg_EB	0.524	0.044	0.465	11.934	<.001	0.698	1.432
a. Dependent Variable: Avg_RI								

Source: Constructed by the author

Indicator B (Table 42) represents the coefficients of the regression equation used to predict the dependent variable: Avg_RI, from the multiple independent variables. Therefore, the regression equation can be presented as follows:

$$\text{Avg_RI} = 0.003 \times \text{Avg_T} - 0.092 \times \text{Avg_PR} + 0.180 \times \text{Avg_SQ} + 0.400 \times \text{Avg_IQ} + 0.195 \times \text{Avg_eWOM} + 0.524 \times \text{Avg_EB}$$

P-value of the constant value at 0.137, which is greater than the Sig. level 0.05, thus this constant value of 0.550 is not included in the regression equation. The rest of the p-values are less than 0.05, so all unstandardized coefficients of each factor have been included in the above equation.

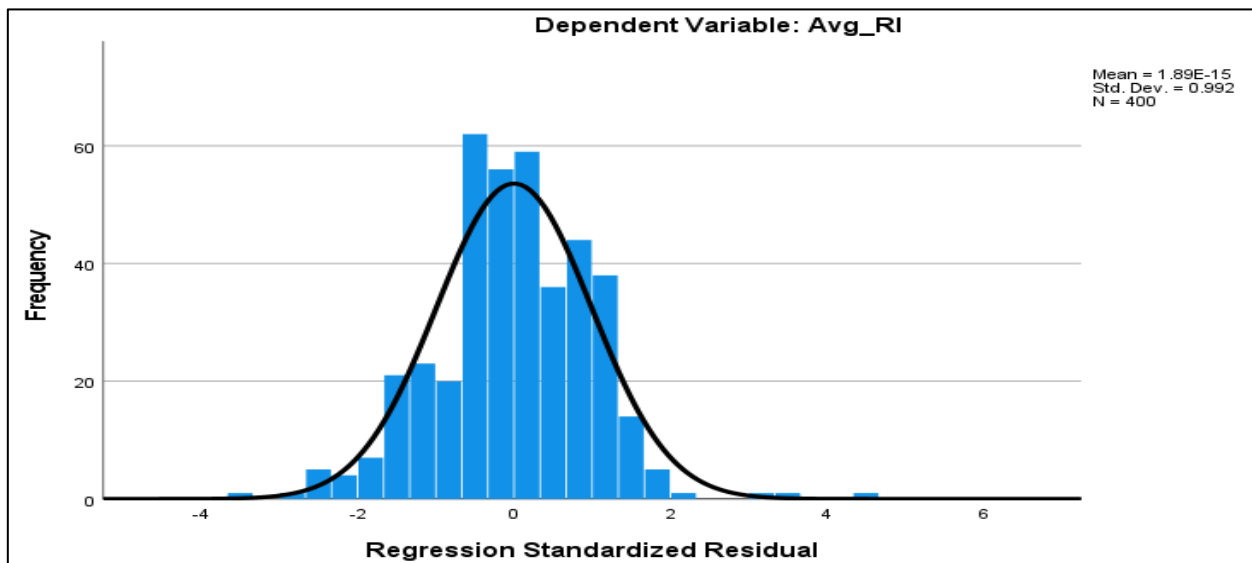
4.8.2.1 Variance Inflation Factor

VIF measures the degree of multicollinearity among a set of multivariate regression variables, as discussed in Chapter 3.8. When the VIF is less than 5, the independent variable does not exhibit multicollinearity. In this study, the multicollinearity issue appeared to be absent as the values of VIF were well below the threshold of 5, ranging from 1.101 to 3.401.

4.8.2.2 Histogram and Scatterplot

Each variable had a normal distribution based on a visual examination of the histogram (Figure 21); the residuals follow a normal standardized with an average zero.

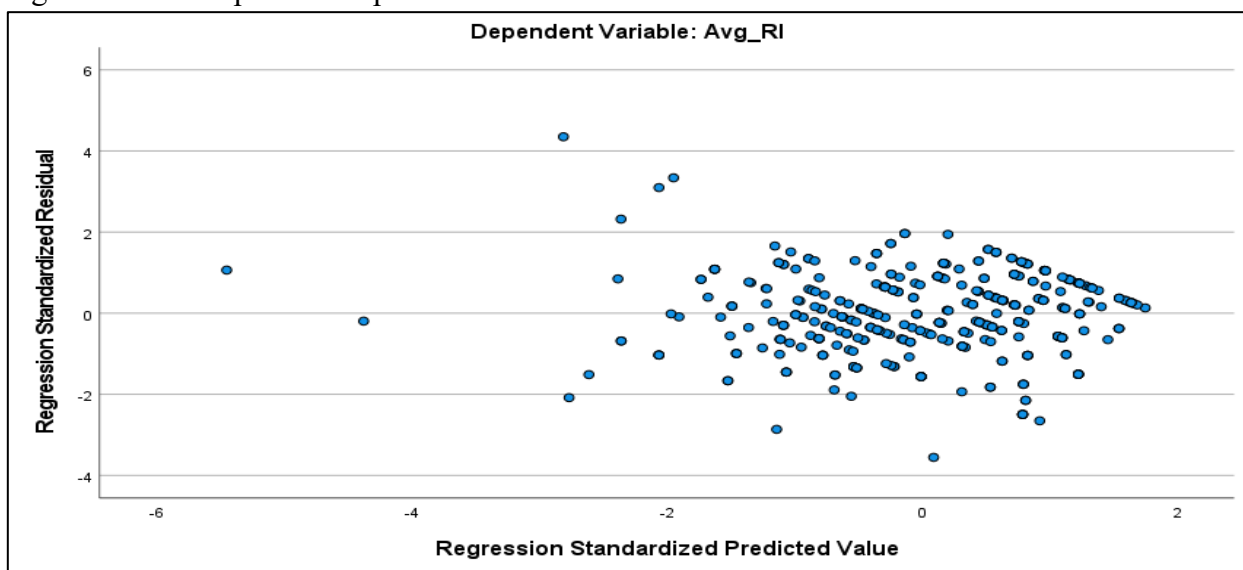
Figure 20: Histogram of Repurchase Intention



Source: Constructed by the author

The relationship is non-linear; the slope of the scatterplot (Figure 22) is negative, indicating that the variables and Avg_RI are negatively related.

Figure 21: Scatterplot for Repurchase Intention



Source: Constructed by the author

The Histogram (Figure 21) and Scatterplot (Figure 22) show that MLR model is appropriate to use.

4.9 Independent t-test

Independent t-test was introduced by William in 1908 and is a method that compares two independent samples' variances and means (Iqbal *et al.* 2021). The t-test can be used to determine whether two sets of data differ statistically (Rock, 2007). This study used the t-test to identify the difference between gender on RI.

$$H_0: \sigma^2_M = \sigma^2_F$$

The independent t-test assumes the variances of the two groups, Male and Female, are equal in the population. The assumption of homogeneity of variance was tested using Levene's Test of Equality. The F critical value is found in the F table. There are two df required: numerator and denominator (Table 43).

Table 43: Formula of F Test Statistic

Equation	Variable	Description
$F_{STAT} = \frac{S_1^2}{S_2^2}$ $df_1 = n_1 - 1$ $df_2 = n_2 - 1$	S_1^2	Variance of sample 1 (the large sample variance)
	n_1	Sample size of sample 1
	S_2^2	Variance of sample 2 (the smaller sample variance)
	n_2	Sample size of sample 2
	$n_1 - 1$	Numerator degrees of freedom
	$n_2 - 1$	Denominator degrees of freedom

Source: Constructed by the author

The result showed there's only a slight difference between the sample means (Table 44). Furthermore, the female group has an average RI score of 5.05, whereas the Male group scored 4.70. Therefore, the null hypothesis is rejected; the data readings are likely resilient and not random.

$$H_{8a}: \sigma^2_M \neq \sigma^2_F$$

Table 44: Group Statistics for Independent t-test

	D1_Gender	N	Mean	Std. Deviation	Std. Error Mean
RI3_ Unique accommodations	Male	107	4.70	1.159	.112
	Female	293	5.05	.931	.054

Source: Constructed by the author

Moreover, the sample size used for our t-test is 107 and 293. Since both are larger than 25, the concerns of the normality assumption are not necessary for this research.

The test for homogeneity of variance provides an F-statistic and a significance value (p-value). If $p > 0.05$, the group variances can be treated as equal. However, if $p < 0.05$, there are unequal variances and violated the assumption of homogeneity of variances.

Levene's test for variance equality yields a p-value < 0.05 , at 0.002, indicating that the variances of males and females are not equal. According to the t-test for equality of means (Table 45), the p-value is < 0.05 , at 0.005, the population means have significant differences, with the mean of RI for males being 0.354 lower than females.

Table 45: Independent Samples t-test Output

		Levene's Test for Equality of Variances	t-test for Equality of Means		
		Sig.	Sig. (2- tailed)	Mean Difference	Std. Error Difference
RI3_ Unique accommodations	Equal variances assumed	0.002	0.002	-0.354	0.113
	Equal variances not assumed		0.005	-0.354	0.125

Source: Constructed by the author

Therefore, the null hypothesis is rejected, and the population means for females are greater than the means for males, with a 95% confidence level.

4.10 One-way Analysis of Variance (ANOVA)

One of the primary purposes of an ANOVA is to determine whether several groups differ concerning some variable of interest by comparing each means (Grund *et al.* 2016). The below formula shows μ is the mean and p are the values of the group:

$$H_0: \mu_1 = \mu_2 = \dots = \mu_p$$

$$H_A: \mu_1 \neq \mu_2 \neq \mu_3 \neq \dots \neq \mu_K$$

This study uses this method to analyze the result of age, education level, marital status, ethnic origins, and the number of kids with RI.

4.10.1 One-way ANOVA test for Age

The descriptive statistics table (Table 46) includes the mean, standard deviation, and 95 percent confidence intervals for the dependent variable: RI for each age group (18-24; 25-34; 35-44; 45-54; 55-64; 65 or above), as well as when all groups are combined (Total).

Table 46: Descriptive Table for Age

		95% Confidence							
		N	Mean	Std. Deviation	Std. Error	Interval for		Minimum	Maximum
						Lower Bound	Upper Bound		
RI4_After the COVID-19, I will continue to book Airbnb.	18-24	86	4.93	1.027	.111	4.71	5.15	3	6
	25-34	91	4.24	1.493	.157	3.93	4.55	1	6
	35-44	118	4.86	1.226	.113	4.64	5.09	1	6
	45-54	71	4.70	1.335	.158	4.39	5.02	2	6
	55-64	31	4.97	.752	.135	4.69	5.24	3	6
	65 or above	3	6.00	.000	.000	6.00	6.00	6	6
	Total	400	4.72	1.268	.063	4.60	4.85	1	6

Source: Constructed by the author

Table 47 displays the ANOVA analysis results and whether or not there is a statistically significant difference between the group means. The significance level is less than 0.05; as a result, the mean RI on Airbnb differs statistically significantly between the various age group.

Table 47: ANOVA Table for Age

		Sum of Squares	df	Mean Square	F	Sig.
RI4_After the COVID-19, I will continue to book Airbnb.	Between Groups	33.900	5	6.780	4.395	.001
	Within Groups	607.850	394	1.543		
	Total	641.750	399			

Source: Constructed by the author

Multiple Comparisons table identifies specific groups that differed, including the Tukey post hoc test results. The Tukey HSD test is a statistical technique used to determine the statistical significance of a relationship between two sets of data, specifically whether there is a strong likelihood that an observed numerical change in one value is causally related to an observed numerical change in another.

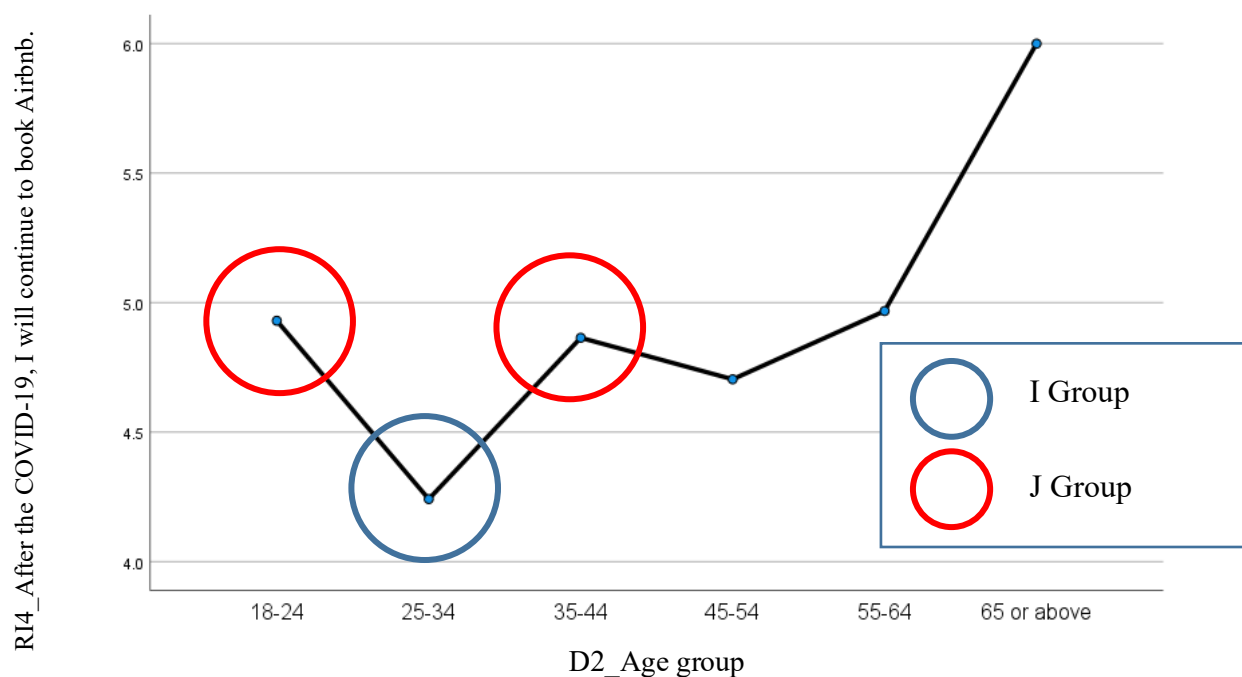
Table 48 demonstrates how the groups differed from one another. It shows that there is a statistically significant difference in RI between the age groups of 25-34 and 18-24 (MD = -0.688, $p < 0.05$), as well as between the age group 25-34 and 35-44 (MD = -0.623, $p < 0.05$). As a result, the age group of 25-34 has a lower mean of RI than the age groups of 18-24 and 35-44, with MD at -0.688 and -0.623, respectively.

Table 48: Multiple Comparisons of Age

Tukey HSD							
Dependent Variable	(I)D2_Age group	(J)D2_Age group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
RI4_After the COVID-19, I will continue to book Airbnb.	25-34	18-24	-.688*	.187	.004	-1.22	-.15
		35-44	-.623*	.173	.005	-1.12	-.13
		45-54	-.462	.197	.176	-1.03	.10
		55-64	-.726	.258	.058	-1.47	.01
		65 or above	-1.758	.729	.154	-3.85	.33
*. The mean difference is significant at the 0.05 level.							

Source: Constructed by the author

Figure 22: Mean Plot of Age



Source: Constructed by the author

4.10.2 One-way ANOVA test for Ethnicity

Table 49 includes the mean, standard deviation, and 95 percent confidence intervals for the dependent variable: RI, for each ethnicity group (Asian/Pacific Islander; Black/African American; Hispanic or Latino; Native American/ American Indian; White; Others), as well as when all groups are combined (Total).

Table 49: Descriptive Table for Ethnicity

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for		Mini- mum	Maxi- mum
						Mean			
						Lower Bound	Upper Bound		
RI2_ Likely to choose Airbnb	Asian/Pacific Islander	254	4.32	1.095	.069	4.19	4.46	1	6
	Black/African American	4	4.25	1.500	.750	1.86	6.64	3	6
	Hispanic or Latino	6	6.00	.000	.000	6.00	6.00	6	6
	Native American/ American Indian	5	6.00	.000	.000	6.00	6.00	6	6
	White	125	4.45	1.310	.117	4.22	4.68	1	6
	Others	6	4.17	.983	.401	3.13	5.20	3	5
	Total	400	4.41	1.183	.059	4.29	4.52	1	6

Source: Constructed by the author

Table 50 displays the ANOVA analysis results and whether or not there is a statistically significant difference between our group means. The significance level is less than 0.05; as a result, the mean RI on Airbnb differs statistically significantly between the various ethnicity. Multiple Comparisons table identifies specific groups that differed, including the Tukey post hoc test results.

Table 50: ANOVA Table for Ethnicity

RI2_ Likely to choose Airbnb	Sum of Squares		df	Mean Square	F	Sig.
	Between Groups					
	Within Groups					
	Total	558.390	399			

Source: Constructed by the author

Table 51 demonstrates how the groups differed from one another. It shows a statistically significant difference in RI between the ethnicity groups of Asian/ Pacific Islander and Hispanic/ Latino (MD = -1.677, $p < 0.05$), the same as compared with Native American/ American Indian (MD = -1.677, $p < 0.05$). As a result, the ethnicity group of Asian/ Pacific Islander has a lower mean of RI than the ethnicity groups of Hispanic/ Latino and Native American/ American, with MD for both groups at -1.677.

Table 51: Multiple Comparisons of Ethnicity

Tukey HSD							
Dependent Variable	(I)D4_Ethnicity	(J)D4_Ethnicity	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
RI2_Likely to choose Airbnb	Asian/ Pacific Islander	Black or African American	.073	.583	1.000	-1.60	1.74
		Hispanic or Latino	-1.677*	.478	.007	-3.05	-.31
		Native American or American Indian	-1.677*	.523	.018	-3.17	-.18
		White	-.125	.126	.921	-.49	.24
		Others	.156	.478	1.000	-1.21	1.53

* The mean difference is significant at the 0.05 level.

Source: Constructed by the author

Figure 23: Mean Plot of Ethnicity



Source: Constructed by the author

4.10.3 One-way ANOVA test for the Number of Kids in the Family

Table 52 includes the mean, standard deviation, and 95% confidence intervals for the dependent variable: RI, for the different number of kids in the family (0; 1; 2; 3; 4; 5 or above), as well as when all groups are combined (Total).

Table 52: Descriptive Table for the Number of Kids in the Family

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
RI4_ After the COVID-19, I will continue to book Airbnb	0	279	4.67	1.303	.078	4.51	4.82	1	6
	1	35	4.43	1.037	.175	4.07	4.78	2	6
	2	51	4.82	1.228	.172	4.48	5.17	3	6
	3	20	5.55	.826	.185	5.16	5.94	3	6
	4	7	4.71	1.704	.644	3.14	6.29	1	6
	> 5	8	5.38	.916	.324	4.61	6.14	4	6
	Total	400	4.72	1.268	.063	4.60	4.85	1	6

Source: Constructed by the author

Table 53 displays the ANOVA analysis results and whether or not there is a statistically significant difference between our group means. The significance level is less than 0.05; as a result, the mean RI on Airbnb differs statistically significantly between the various ethnicity. Multiple Comparisons table will be used to identify specific groups that differed, including the Tukey post hoc test results.

Table 53: ANOVA Table for the Number of Kids in the Family

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
UI4_ After the COVID-19, I will continue to book Airbnb	Between Groups	21.513	5	4.303	2.733	.019
	Within Groups	620.237	394	1.574		
	Total	641.750	399			

Source: Constructed by the author

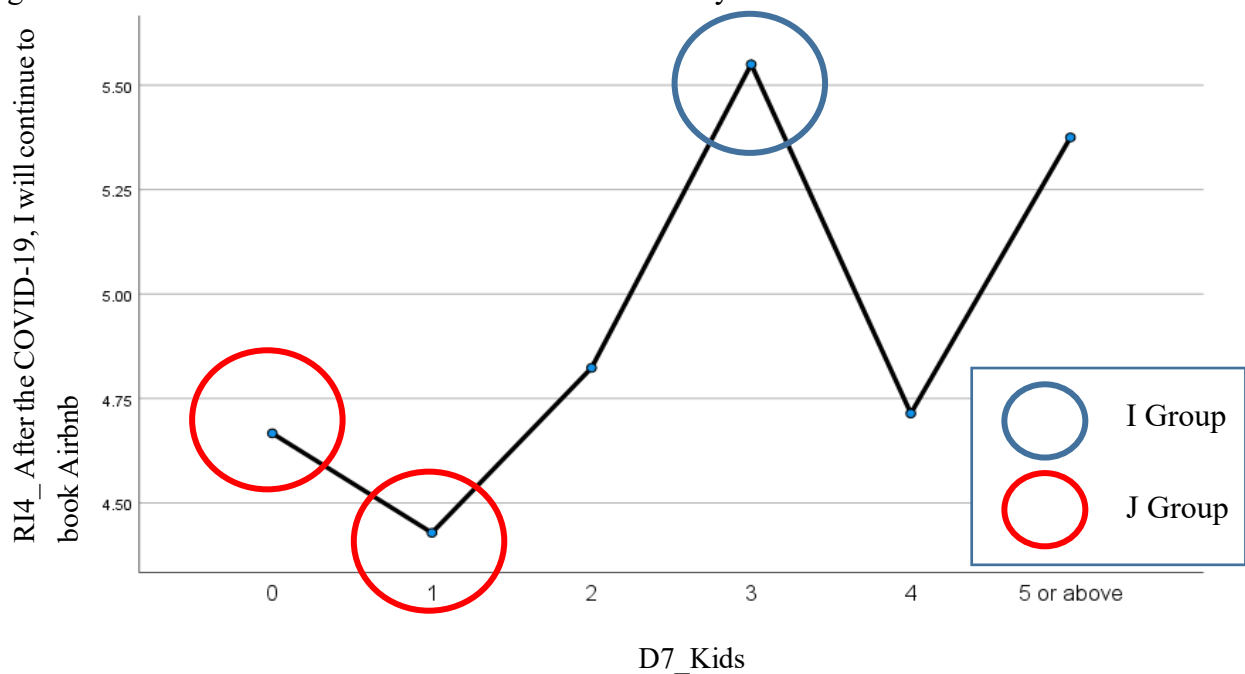
Table 54 demonstrates how the groups differed from one another. It shows a statistically significant difference in RI between the family with 3 kids and no kids ($MD = 0.883$, $p < 0.05$), and the family with 3 kids and 1 kid ($MD = 1.121$, $p < 0.05$). As a result, the family group with 3 kids has a higher mean of RI than the family group with no kids and 1 kid, with 0.883 and 1.121, respectively.

Table 54: Multiple Comparisons for the Number of Kids in the Family

Tukey HSD							
Dependent Variable	(I)D7_Kids	(J) D7_Kids	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
RI4_ After the COVID-19, I will continue to book Airbnb	3	0	.883*	.290	.030	.05	1.72
		1	1.121*	.352	.019	.11	2.13
		2	.726	.331	.243	-.22	1.67
		4	.836	.551	.654	-.74	2.41
		5 or above	.175	.525	.999	-1.33	1.68
* The mean difference is significant at the 0.05 level.							

Source: Constructed by the author

Figure 24: Mean Plot of the Number of Kids in the Family



Source: Constructed by the author

4.10.4 Summary of One-way ANOVA test

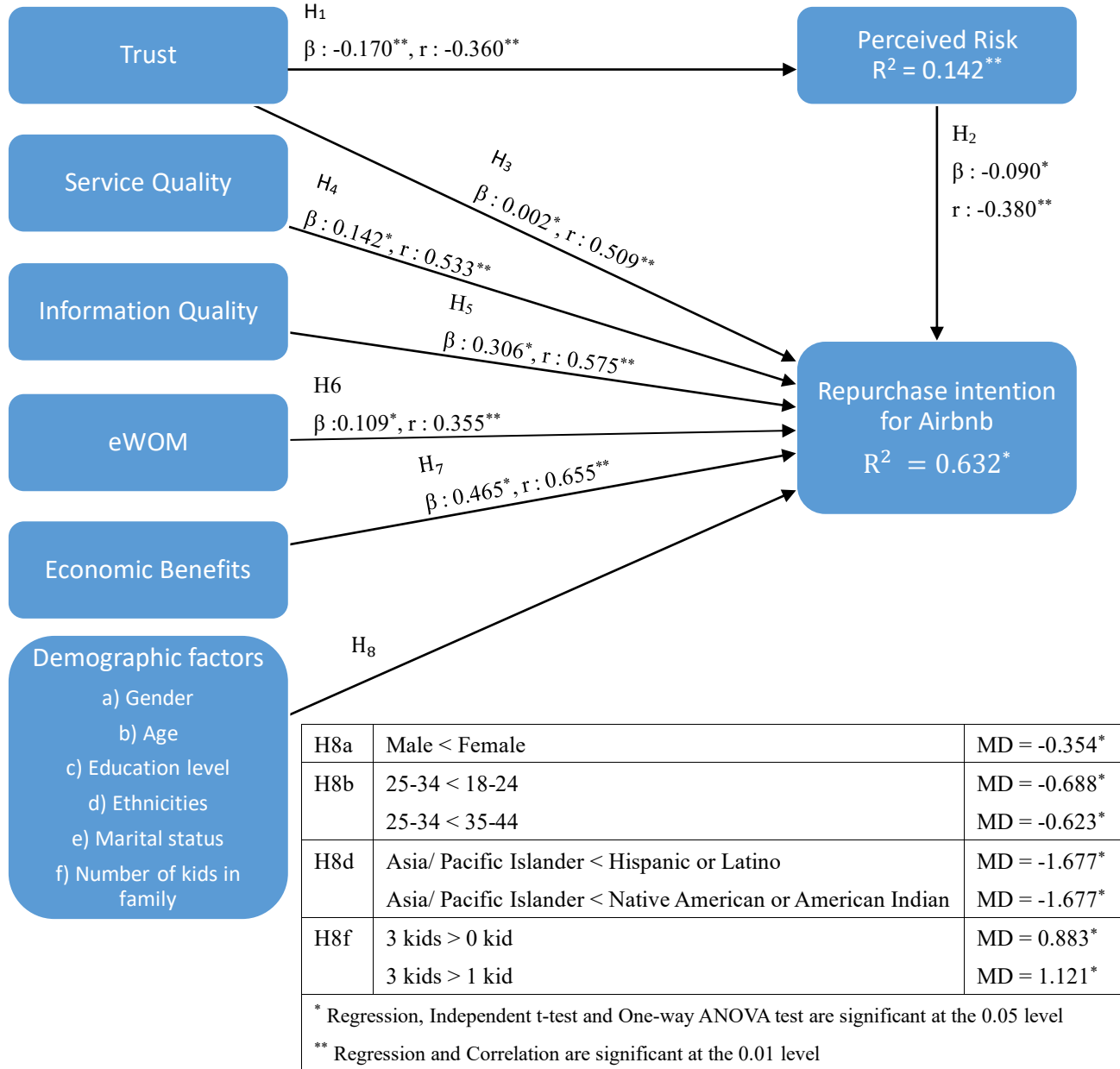
The p-value of age 18-24 group and age of 35-44 group are 0.004 and 0.005 respectively; ethnicity group of Hispanic/Latino and the group of Native American/ American Indian are the same at -1.677; the number of kids in the family of no kids and 1 kid are .883 and 1.121 respectively. Therefore, all are smaller than 0.05, and H_0 should be rejected.

At 95% confidential level, the mean of age 25-34 group ($M=4.24$) is smaller than age 18-24 group ($M=4.93$) and age 35-44 group ($M=4.86$); the mean of Asian/Pacific Island ethnic group ($M=4.342$) is smaller than the Hispanic/Latino ethnic group and Native American/ American Indian ethnic group, where both of the mean at 6; the mean of having 3 kids in the family ($M=5.55$) is larger than the family group with no kids ($M=4.67$) and the family group with 1 kid ($M=4.43$). That means age, ethnicity, and the number of kids in the family will significantly influence travellers' RI on Airbnb.

4.11 Summary of the Research Findings

The standard coefficients (β), correlation coefficient (r), and R square (R^2) from the regression analysis are summarized below in Figure 26.

Figure 25: Standard Coefficients (β), Correlation Coefficient (r), and R square.



Source: Constructed by the author

A standardized coefficient β measures the strength of each independent variable's effect on the dependent variable. The larger the influence, the greater the absolute value of the beta coefficient.

Therefore, EB is the most important factor that impacts RI ($\beta = 0.465$).

Table 55: Summary of the Research Findings Regarding the Hypotheses Tested in This Study

Item	Hypothesis developed	β	r^{**}	Result
H ₁ :	A higher level of trust reduces the perceived risk of Airbnb users. (negative relationship)	-0.002**	-0.360	Support
H ₂ :	The perceived risk of the travellers on Airbnb has a negative impact on their repurchase intentions. (negative relationship)	-0.090*	-0.390	Support
H ₃ :	The trust travellers have in Airbnb has a positive effect on their repurchase decision. (positive relationship)	0.135*	0.509	Support
H ₄ :	The service quality provided by Airbnb has a positive effect on travellers' repurchase intention. (positive relationship)	0.142*	0.533	Support
H ₅ :	The information quality provided by Airbnb has a positive effect on travellers' repurchase intention. (positive relationship)	0.306*	0.575	Support
H ₆ :	The eWOM of Airbnb positively impact travellers' repurchase intention. (positive relationship)	0.109*	0.355	Support
H ₇ :	The Economic Benefits of Airbnb positively impact travellers' repurchase intention. (positive relationship)	0.465*	0.655	Support
Item	Hypothesis developed	Mean differences		Result
H _{8a} :	Gender has a significant difference from repurchase intention towards Airbnb. Female > Male	-0.354*		Support
H _{8b} :	Age has a significant difference from repurchase intention towards Airbnb. 25-34 < 19-24 25-34 < 35-44	-0.688* -0.625*		Support
H _{8c} :	Education level has a significant difference from repurchase intention towards Airbnb. High school graduate, diploma or the equivalent < Associate degree High school graduate, diploma or the equivalent < Bachelor's degree High school graduate, diploma or the equivalent > Doctorate degree	-0.324 -0.036 1.057		Not Support
H _{8d} :	Ethnicities have a significant difference from repurchase intention towards Airbnb. Asia/ Pacific islander < Hispanic or Latino Asia/ Pacific islander < Native American or American Indian	-1.677* -1.677*		Support
H _{8e} :	Marital status has a significant difference from repurchase intention towards Airbnb. Airbnb Single > Married or domestic partnership Single < Windowed/ Divorced/ Separated	0.056 -0.248		Not Support
H _{8f} :	The number of kids in the family has a significant difference from repurchase intention towards Airbnb. 3 kids > 0 kid 3 kids > 1 kid	0.883* 1.121*		Support
* Regression, Independent t-test and One-way ANOVA test are significant at the 0.05 level.				
** Regression and Correlation are significant at the 0.01 level				

Source: Constructed by the author

The closer the Pearson correlation coefficient (r) value is near +1 or -1, the stronger the degree of correlation between two variables is deemed.

Therefore, Table 55 revealed that H_7 , which is associated with EB, had shown the most significant impact on the RI of Airbnb, with the r -value at 0.655. The second-highest impact to RI would be H_5 , where represented IQ with the r -value at 0.575.

Chapter 5: Conclusion and Recommendation

Airbnb's use of the sharing economy model has significantly impacted the overall tourism accommodation environment. However, it was unclear why customers prefer this unique service to hotels. Also, the COVID-19 epidemic's impact on people's behaviour was unknown until this research was explained.

5.1 Conclusion

This study applied a combination of qualitative and quantitative research. Qualitative research answered questions about the meaning and experience dimensions of human lives and social worlds (Fossey *et al.* 2002). On the other hand, quantitative research entailed collecting and analyzing numerical data, analyzing and generalizing the results obtained (Queirós *et al.* 2017).

Quantitative data are analyzed using the questionnaires or market surveys conducted in other journals, government reports, or research reports from other constitutions. Qualitative data refer to the focus group discussed the study's needs with a selected group of people who had used Airbnb to book accommodations. Aside from that, the second qualitative data is derived from census data, scholars, and journals.

According to the focus group and the reviewed literature, this research summarized the factors that may impact travellers' RI on Airbnb are T, PR, SQ, IQ, eWOM, EB, and demographic factors.

This study made use of 400 reliable data points. Responders were all over 18 and had previously used Airbnb. The 35-44 age group garnered the most responses, with 118 total responses at 29.50%, with 73.25% female. In addition, 48.75% of them had a bachelor's degree, 51% were married or in a domestic partnership, and 69.75% had no children.

Males have a lower mean RI value than females. The mean value of RI is lower in the 25-34 age group than in the 19-24 and 35-44 age groups. Asia/Pacific islanders have a lower mean RI value than Hispanic/Latino and Native American/American Indian. Families with three or more children have a higher mean RI value than families with one or no children.

IQ, SQ, EB, T, PR (Tangible and Intangible), and eWOM account for 70.694% of the cumulative

variance in the factor analysis. Eigenvalues for all factors are higher than 1, so all the factors are significant in this research. IQ and SQ are the most critical components based on the findings.

EB had the highest positive correlation coefficient at 0.655 at a 99% confidence level. By looking at the standard coefficients β , EB is also the strongest impact among all factors at 0.338.

5.2 Recommendations

In response to the initial research questions, IQ and SQ have the strongest impact on RI. On the other hand, EB will impact the correlation coefficient significantly. PR has a negative correlation with RI and is determined by the tangible risk and intangible risk. eWOM has a lower impact on RI.

Airbnb would continue to threaten the traditional hotel industry, as the findings indicated that RI on Airbnb is present after the COVID-19 pandemic. Airbnb may increase its marketing efforts for the groups with the lower mean of RI, the age group of 25-34, and Asian/Pacific islanders.

5.2.1 Theoretical Implications

This study adds to the body of knowledge about the sharing economy in a variety of ways. First, this study offers a reciprocal perspective on travellers' RI on Airbnb after the COVID-19 epidemic. The study contributes to the academic literature on the relationship between T, PR, and RI in the context of a hospitality-related sharing economy organization, i.e., Airbnb. Trust acts as a mediator between travellers' PR and their RI on Airbnb; this is in line with the research by Zhang *et al.* (2020) and Jung *et al.* (2021). Trust had the greatest impact on PR; specifically, the platform maintaining its promises was found to be the biggest driver of platform trust, while sufficient protections in place were shown to be the strongest determinant of host trust.

This study placed two variables in terms of theory building – T and PR from the TAM framework. This approach is likely to ensure a consistent model of the drivers of the P2P platform and stable theory development. Hence, the proposed model makes a significant contribution and aligns with the research from Jung *et al.* (2021) to the emerging literature on sharing economy. Furthermore, it is suggested that sharing economy institutions gain a better understanding of consumers' trust towards P2P services to build a positive image in the mind of both users and service providers. Integration of these additional factors and the hypothesized relationships also elevates the conceptualized TAM for

Airbnb to a more comprehensive level, promoting and facilitating future research concerning the acceptance of sharing economy.

Additionally, SQ and IQ were found to be significantly associated with travellers' RI on Airbnb. SERVQUAL was used to conduct this study to assess SQ, including tangibility, reliability, responsiveness, assurance, and empathy. Therefore, the proposed model also contributes significantly to the service industry, aligned with the research from Ranjbari *et al.* (2020). This study suggested that institutions engaged in the sharing economy shall have a high level of SQ to maintain their competitiveness.

5.2.2 Practical Implications

This study has provided significant practical implications for Airbnb's stakeholders, including guests, hosts, and Airbnb management.

5.2.2.1 Trust

As a result of the study's finding that a higher level of T reduces PR, and T would increase the RI. Airbnb shall ensure that users and hosts maintain a high level of Trust in Airbnb, which may divide into two categories:

Adheres to Commitments: Airbnb users are concerned about the security of bookings and the accuracy of listing descriptions (Airbnb, 2021); upon arrival, enhanced cleaning protocols are expected during the COVID-19 pandemic (Airbnb, 2021b). On the other hand, Airbnb hosts are concerned with the legitimacy of the bookings (Airbnb, 2021d).

The Airbnb platform may offer enhanced services, such as a check-list for travellers to conduct real-time checks on the cleaning and amenities upon arrival to ensure that all of the amenities listed by the host are provided. The host's ranking affects the visibility of their listing on Airbnb. Travellers who received a higher ranking after submitting a check-list upon arrival may receive a priority booking next time or additional privileges.

The goal is to build users' trust by engaging with them via the Airbnb platform at every stage of their journey. According to an article from Forbes by Ord (2021), engaging with customers is one of the most effective strategies for establishing trust and increasing revenue.

Sufficient safeguards in place: Both the Airbnb host and the users would be concerned if they would receive support from Airbnb if a problem arose, regardless of booking issues, no-show support, cancellation support, refund support, and so on.

The Airbnb platform could improve service by tracking activities from booking to checkout. Both Airbnb guests and hosts would use the platform to exchange the status of each milestone with photos to demonstrate transparency and trust. Milestones like guests arriving at the host's country or hosts cleaning up before arrival could be recorded and shared.

The concept is to be transparent throughout the Airbnb host and user journeys and demonstrate predictability in service delivery as committed; transparency is also a strategy that may increase trust and revenue for the company, as Ord (2021) explained.

5.2.2.2 Perceived Risk

Airbnb users and hosts are concerned about their safety, regardless of a physical attack, financial damage, or property damage (Adams, 2021). Therefore, this study provided recommendations by grouping the risks into two categories:

Cyber Risk: Peterson (2021) wrote an article for The Business Times in which he explained that businesses must prioritize cyber risk management to be resilient to cyber-attacks. Airbnb's security leaders must continue to invest in security and risk resilience. There are different metrics for demonstrating the return on investment to the company's stakeholders, as Hollister (2021) explained in a Forbes article.

Physical Risk: The sharing economy concept allows Airbnb to have strangers connect online, have money transactions via the Airbnb platform, and then have the Airbnb hosts and travellers meet in person by sharing a roof. Safety concerns are more challenging at Airbnb than traditional hotels because strangers deal with other strangers in absolute strangers' homes. Humans are inherently unpredictable; occasionally, genuinely terrible things happen between strangers (Carville, 2021).

Hendrickson (2021) suggested that companies can be protected from emerging threats and vulnerabilities by improving security posture throughout the organization, improving communication and collaboration among teams, having faster incident response times, and enabling proactive

enterprise security management.

While Airbnb has an elite trust-and-safety team dedicated to responding to emergencies and crises (Carville, 2021), the service is reactive, requiring victims to initiate a case. This study suggests that Airbnb may implement an Internet of Things ("IoT") device that monitors the traveller's health (Zhang, 2021) throughout the trip. If a life-threatening signal is received, Airbnb may contact the travellers and the host immediately to mitigate any potential physical risks to ensure that incident response times are reduced and proactive crisis response is implemented.

In terms of the house damaging, besides the host-guarantee-insurance program (Carville, 2021) in place at Airbnb, Airbnb may provide a check-out list for the travellers to upload a few pictures of the house's condition before leaving; acting as transparency between the host and the guests that help Airbnb maintain a stronger security posture.

Travellers who use international hotel brands, on the other hand, may have less PR because branded hotels already have well-established infrastructure and security guards on-site; however, cyber security and data privacy remain critical for hotel groups to build trust with their customers. Hoteliers and travel agencies must continue to invest in security management; any data leak will result in a reputation loss for the company, as happened recently with Marriott International, which had 500 million customers' data exposed in one of the largest-ever data breaches in the United States (Frankel, 2021).

5.2.2.3 Service Quality

Airbnb users are looking for a reliable experience, expecting the hosts to be responsive and helpful while demonstrating concern and care. Thus, Airbnb (the firm and the host) shall maintain and improve on its SQ.

The Airbnb host must make every effort to provide personalized service to their guests; for example, when opening the door for visitors, the host must create a wow moment. Simple things like turning on the lights, setting flowers on the table by knowing the visitors' preference in advance. A personal greeting, perhaps accompanied by a small gift from the region, will tip the balance significantly in favor of the host. Small nuances like this help guests feel truly welcomed inside the house, rather than

just another batch of tourists like the standard service from traditional hotels. Furthermore, by communicating with visitors before their arrival, hosts can use the Airbnb platform to provide suggestions on local sightseeing.

Recognizing the purpose of the customer is the key to growth (Cornfield, 2021), the most effective approach taken by luxury marketing professionals has been to boost online and omnichannel strategies through the enhancement of all assets that give increased opportunities for advanced personalization (Severoni, 2021).

Traditional hotels have advantages in terms of SQ because they have more contact points with customers, such as a front office team, housekeeping, food and beverage outlets, etc. Hoteliers may continue to highlight their value-added services and personalized service from butlers and concierges as the distinguishing feature when compared to the user experience provided by Airbnb.

5.2.2.4 Information Quality

Airbnb consumers value the platform's simplicity of use with accurate and extensive information. Therefore, Airbnb may incorporate chatbots, machine learning, and AI into its platform.

Virtual travel assistants can help users plan vacations, book hotel/flight/car rentals, and more. Travel chatbots are frequently integrated with messaging systems such as Expedia (AltexSoft, 2021). The AI-powered recommender engine may make suggestions based on the user's search queries. This includes all of a user's digital traces. It can identify popular searches and recommend relevant searches to users (AltexSoft, 2021). Airbnb may use AI to generate tailored recommendations based on user preferences and trip history.

5.2.2.5 eWOM

eWOM would be evaluated based on its creditability, quality, and quantity. Indeed, the ranking system described in Section 5.2.2.1 would bolster such metrics.

The current Airbnb ranking system only provides guests with information about hosts' listings. The platform may enhance with eWOM on both users and guests for building mutual trust through online P2P social interactions, by displaying guests' and hosts' sincerity, honesty, or trustworthiness levels on their profiles.

User reviews would be encouraged at every stage of the Airbnb journey, and users would earn points for each one. The ranking may increase customer loyalty. Airbnb may look into implementing a tiering system similar to Wyndham Rewards, which has been named the best hotel loyalty program for four years running (Yahoo! Finance, 2021b).

Airbnb could also use its Host Community website to educate hosts on how to treat visitors. Video training that shows genuine interactions between travellers and hosts from the hosts' perspective may be beneficial in having quality and creditable reviews.

5.2.2.6 Economic Benefits

This study found that EB is one of the most important factors affecting RI on Airbnb. In addition to the peak and off-peak seasons, pricing strategies should consider regional demand for sharing accommodation.

Keeping prices competitive is more important than raising prices during peak demand. Airbnb hosts can ensure their listings appear competitively in Airbnb's search results by pricing appropriately. For the Airbnb platform to be competitive, hosts should use machine learning and AI in the dynamic price algorithm (Emmer, 2021).

Emmer (2021) explained in a Forbes article that machine learning and AI will collect rental data. In this way, the company can advise Airbnb hosts on pricing. Airbnb may also allow hosts to enable a tool that automatically adjusts rates based on market fluctuations. With that in mind, Airbnb should help both hosts and guests maximize their financial gains.

5.2.2.7 Demographic Factors

Data from this study identified the customer segmentation for Airbnb; females, non-Asians, and families with three or more children have higher mean of RI. Airbnb may choose to focus its marketing efforts on specific market segments.

Most notably, Airbnb may include aspects of its unique accommodation experience in its marketing campaigns, such as the size of the accommodation (3-bedroom or more) and the uniqueness of the capacity (castles or villas). These are the motivating factors behind users traveling with a large family of three or more children. Marketing efforts may target both the younger female group and the female

working professionals, focusing on their vacation needs.

Whereas hoteliers, online travel agencies, and other hospitality providers may not be able to compete with Airbnb on room size, they may be able to compete on amenities and luxury experiences.

5.3 Limitations

There are several limitations to this study. First, this study focused on travellers' RI, whereas travellers refer to Airbnb users. Some of the respondents may also be Airbnb hosts, resulting in a favorable bias or conflict of interest and potentially influencing other respondents when the questionnaire was distributed using the snowball technique.

Secondly, this study attempted to determine whether or not the number of children in the family had an impact on RI; however, the vast majority of those who participated in this study did not have children at the time of the survey.

Lastly, this study attempted to reach out to Airbnb users worldwide because they may have experienced different impacts on travel conditions due to the COVID-19 pandemic, but Asians made up the majority of those who responded to the survey.

5.4 Suggestions for future research

The current research provides several suggestions that can be used to further research in this area. Firstly, future surveys may distinguish between questions for hosts and users. It's worth comparing the RI of Airbnb hosts and tourists. Secondly, the RI is stronger in families with more children, but future research should focus on families with at least one child to better understand the impact of child count on RI. Thirdly, future research may collect the same proportion of survey responses from each targeted nationality.

Future research should also look into predictors of travellers' intent to keep using sharing economy services. For example, the platform's ease of use and utility may influence travellers' continued interest. Finally, future research may examine the impact of referral programs or traditional WOM on trust in a sharing economy platform. This could help platforms like Airbnb better understand how to reward existing users and potential new home-sharing hosts for bringing in new customers.

5.5 Summary

Airbnb has established itself as a viable rival to the traditional hotel industry, and the findings indicate that RI on Airbnb remains high after the COVID-19 epidemic. This study discovered a variety of factors that contribute to travellers' trust in the Airbnb platform, hence impacting their propensity to repurchase. EB, SQ, and IQ of the Airbnb platform all play a significant influence in determining a travellers' intention to repurchase.

A model that explains why travellers continue to participate in home-sharing hospitality is examined in the study. It expands guests' lodging options and provides a platform for cultural and social engagement. Airbnb may consider implementing machine learning, AI, IoT, and a loyalty program to improve overall user experience, T, SQ, IQ, eWOM, and dynamic pricing strategies to be competitive and sustainable.

Table 56: Recommendations to Airbnb

Factors	Recommendation	Priority (correlation coefficient r^{**})
Trust	- Arrival checklist to upload to the platform for scoring - tracking activities in the platform from booking to checkout	Medium (0.509)
Perceived Risk	- Invest in security and risk resilience - IoT devices that monitor the traveller's health - Check-out list in the platform for uploading pictures before guests checking out.	Low (-0.390)
Service Quality	- Personalized service	Medium (0.533)
Information Quality	- Chatbots, machine learning, and AI	High (0.575)
eWOM	- Ranking system and loyalty program	Lowest (0.355)
Economic Benefits	- Dynamic pricing strategy with machine learning and AI	Highest (0.655)
Demographic Factors	- Marketing efforts according to customer segmentation	Concurringly

Source: Constructed by the author

The sharing economy is likely to remain a divisive intellectual and practical concept. Not only will the sharing economy's rapidly expanding borders and normative underpinnings undoubtedly provoke new debates, but the jury is yet out on whether it has a net positive or negative impact on the economy, society, and environment. As a result, the new paradigm discussed in this research should be seen as the first step in a much more considerable effort to explain and make sense of the sharing economy concept.

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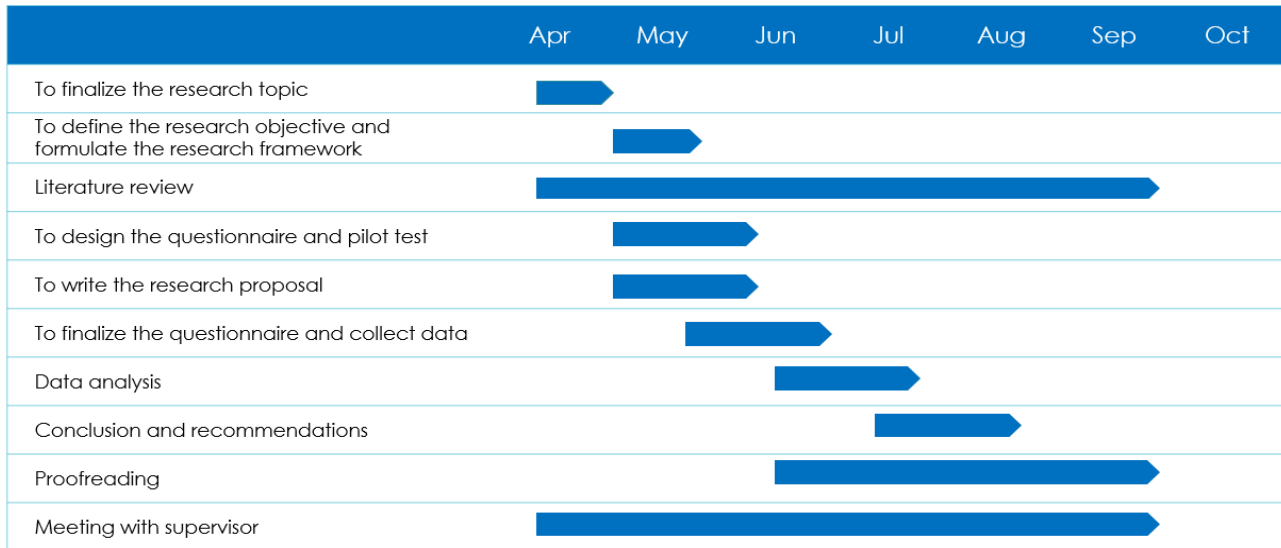
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Appendix 1 Gantt Chart for Research Timetable



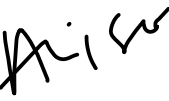
Appendix 2 Focus Group Discussion

A focus group was held with ten respondents who were 18 or older and had previously used Airbnb while traveling abroad. Participants must have prior experience with Airbnb usage because the goal was to discuss some important factors influencing Airbnb repurchase intention, with the questions asked below:

Date	Venue	Duration
17 Apr 2021	Microsoft Teams	1 hour
Q1. What are the primary factors that motivate you to use Airbnb, and why?		
Q2. Why did you choose Airbnb over a traditional hotel?		
Q3. What are your primary concerns when it comes to selecting an Airbnb host?		
Q4. What are your primary concerns when you use the Airbnb booking platform?		
Q5. What are your reasons for using Airbnb again?		
Q6. Will you continue to use Airbnb after the COVID-19 pandemic, and why?		

Respondent	Opinions	Signature
#1 Name: Terrence Age: 49 Gender: M Occupation: Risk Manager	Q1 - Airbnb offers a diverse selection of locations and accommodations of varying quality; I found the booking platform user-friendly and informative. Q2 - As a family of four, it is more cost-effective for me to book a larger unit through Airbnb than to book two rooms in a traditional hotel, which is significantly more expensive. Q3 - Data privacy would be a concern, as I am unsure whether the Airbnb host will obtain my personal information from the booking. Q4 - In general, the booking platform appears to be trustworthy; I have no specific concerns. Q5 - I found that Airbnb helps me save money on travel expenses compared to a traditional hotel, and I have more options for unique accommodations. Q6 - Yes, the benefits I found from Airbnb far outweigh those of a traditional hotel, and my preference will not change even after the COVID-19 pandemic.	

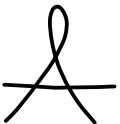
Appendix 2 (Continue from the above)

#2 Name: Ivan Age: 35 Gender: M Occupation: Graphic Designer	Q1 - Airbnb accommodations are always closer to downtown or residential areas, where I enjoy spending time with the locals. Q2 - Traditional hotels are too commercial for me, and they can be overcrowded and noisy when full of travellers. That is why I prefer Airbnb because each experience is unique. Q3 - I will read the comments left by other travellers before deciding which Airbnb host to book; I believe those reviews are important. Q4 - I believe in the Airbnb booking platform; data privacy is important; however, I think the Airbnb platform is similar to other hotels. Q5 - The unique experience from Airbnb is something that other hotels cannot provide for me, and there are many more options from Airbnb, so I don't see any reason not to use it again in the future. Q6 - Yes, I prefer Airbnb to traditional hotels in terms of selection and unique experience, and I intend to continue using Airbnb after COVID-19.	
#3 Name: Alison Age: 52 Gender: F Occupation: Project Manager	Q1 - Booking on Airbnb is less expensive, and the quality is not bad at all; sometimes, the room view and location are even better than in traditional hotels. Q2 - For business travel, I would still book a traditional hotel, but for leisure travel, I would book through Airbnb because it is less expensive and usually includes a kitchen, which a traditional hotel rarely provides. Q3 - When I travel alone, I am concerned about my personal safety. Q4 - In general, the booking platform appears to be reliable. Q5 - There are a lot of positive reviews from other travellers about Airbnb, and I'm hoping to have a similar experience. Q6 - Yes, some Airbnb accommodations are close to the local friends I intend to visit; I will continue to use Airbnb even after COVID-19.	

Appendix 2 (Continue from the above)

#4 Name: Cathy Age: 37 Gender: F Occupation: Butler	Q1 - When I travel with my friends and family, we can book a larger unit or a house on Airbnb rather than booking multiple rooms in hotels. Staying together in a house is much more enjoyable. Q2 - When I book a house on Airbnb, we usually have a kitchen, which is convenient because local food can be expensive or not to our taste; we can then cook a meal in the kitchen. We absolutely cannot do the same in a traditional hotel room. Q3 - I would check if the Airbnb host has received positive feedback from previous travellers. Q4 - I trust the Airbnb booking platform because they only need my basic information and a credit card to complete the transaction. I can also write to the Airbnb host with my request, and there is a hotline I can call if I need immediate assistance. Q5 - It's much cheaper to book a house through Airbnb than to book multiple hotel rooms, and having a kitchen is also important. Q6 - Yes, traditional hotels are unsuitable for our travel habits; I intend to continue using Airbnb after COVID-19.	
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Appendix 2 (Continue from the above)

#5 Name: Stephanie Age: 36 Gender: F Occupation: Human Resources Manager	Q1 - The number of locations available on Airbnb exceeds that of traditional hotels, making it easier for me to visit various tourist attractions. Most importantly, if I am looking to those prime locations, it is less expensive to book through Airbnb. Q2 - In terms of economic benefits, I would say it is cheaper for me to book through Airbnb rather than a traditional hotel in the same location. Q3 - Location, price, amenities, cleanliness, and other travellers' reviews are all important to me. Q4 - I will only choose Airbnb hosts who have received a higher rating from other travellers. I'll do some research before making a reservation. Q5 - I don't see any reason why I shouldn't use Airbnb again if I'm not looking for luxury service. Airbnb has a better location with a lower price offer, and the unit size is generally larger than that of a hotel room. Q6 - Yes, staying at Airbnb after COVID-19 is even better because it is more exclusive; the unit is exclusively for us. Rather than staying in a hotel, we will interact with other travellers and hotel staff.	
#6 Name: Angus Age: 37 Gender: M Occupation: Property Manager	Q1 - Staying at Airbnb provides me with a more unique and exclusive experience. It truly gives me the feeling of being at home; I don't have to interact with as many hotel employees, and their service is not always up to my standards. Q2 - I can book palace-like houses through Airbnb, allowing me to stay with my family. Which I doubt I'd be able to find in a traditional hotel experience. Q3 - I will only choose Airbnb hosts who have received a higher rating from other travellers. I'll do some research before making a reservation. Q4 - I trust the Airbnb platform overall because it has all of the data consent and privacy guidelines. Q5 - Airbnb has a plethora of options and offers, all of which are of high quality and offer a one-of-a-kind experience. Q6 - Yes, after the COVID-19, the only concern is the cleanliness of the Airbnb unit. If the Airbnb host can provide information about the unit's cleaning measurements, I don't see why it shouldn't be a problem.	

Appendix 2 (Continue from the above)

#7 Name: Sandy Age: 45 Gender: M Occupation: Senior Director of Marketing Distribution	Q1 - It depends on where I am traveling to. If I'm going to a developed country, I'd say Airbnb is preferable because the house on Airbnb is larger for my family. However, if I'm traveling to a developing country, I'd rather stay in a traditional hotel because I feel more secure. Q2 - Airbnb is close to the neighborhood in general, making it easier for us to travel around. Of course, we can book hotels in prime locations as well, but the cost will be higher. Q3 - Our safety is our primary concern when staying at Airbnb, so I will read all of the previous travellers' reviews as well as the information provided by the host to determine whether or not this host is trustworthy. Q4 - In general, the booking platform appears to be trustworthy; I have no specific concerns. Q5 - I found that Airbnb helps me save money on travel expenses compared to a traditional hotel, and I have more options for unique accommodations. Q6 - Yes, the benefits I found from Airbnb far outweigh those of a traditional hotel, and my preference will not change even after the COVID-19 pandemic.	
#8 Name: Paul Age: 46 Gender: M Occupation: Senior Marketing Manager	Q1 - Airbnb offers a diverse selection of locations and accommodations of varying quality; I found the booking platform user-friendly and informative. Q2 - As a family of four, it is more cost-effective for me to book a larger unit through Airbnb than to book two rooms in a traditional hotel, which is significantly more expensive. Q3 - Data privacy would be a concern, as I am unsure whether the Airbnb host will obtain my personal information from the booking. Q4 - In general, the booking platform appears to be trustworthy; I have no specific concerns. Q5 - I found that Airbnb helps me save money on travel expenses compared to a traditional hotel, and I have more options for unique accommodations. Q6 - Yes, the benefits I found from Airbnb far outweigh those of a traditional hotel, and my preference will not change even after the COVID-19 pandemic.	

Appendix 2 (Continue from the above)

#9 Name: Benjamin Age: 39 Gender: M Occupation: Financial Planner	Q1 – Airbnb appears to be more affordable than traditional motels, and the unit size is larger. Q2 – I can cut down on my trip expenses. Q3 – I would check to see whether this host has any positive feedback. Q4 – Normally, if the review online is good, I don't have any concerns. Q5 – I've had excellent experiences with Airbnb thus far; until I require the premium service offered by hotels on a particular occasion, I'll continue to use Airbnb. Q6 - Yes, I have enjoyed using Airbnb thus far; it is simple to book and costs less than reserving a hotel; I intend to continue booking with them in the future.	
#10 Name: Claudia Age: 43 Gender: F Occupation: Business Development Manager	Q1 – Because Airbnb units are larger, and I always travel in groups, Airbnb is a better option for us. Q2 – Hotels will split us into separate rooms, maybe on separate floors. Q3 – I would select hosts who have a positive rating from past guests; if the review is negative, I may choose another host. Q4 – I trust the platform, so I do not have concerns. Q5 – Traditional hotels just cannot meet my needs, unless I choose for suite rooms, which are more expensive than Airbnb. Q6 - Yes, the benefits I found from Airbnb far outweigh those of a traditional hotel, and my preference will not change even after the COVID-19 pandemic.	

Appendix 3 Questionnaire for Pilot Test

A snowball technique was used to distribute a pilot test questionnaire online to respondents who were 18 or older and had previously used Airbnb while traveling abroad. Participants were required to have prior Airbnb experience because the goal was to discuss some important factors influencing Airbnb repurchase intention using the online questionnaire below:

Travellers' repurchase intention of Airbnb									
Hello, everyone! I'm looking for people to participate in my dissertation. You can participate if you have previously used Airbnb.									
The study is looking into Airbnb's repurchase intentions and will take about 5-6 minutes to complete. Thank you for your time!									
The questionnaire is completely voluntary and anonymous, and participants may withdraw at any time. The responses provided will be used solely for the purposes of this research and will then be deleted.									
Have you ever booked accommodation through Airbnb?									
☐ Yes									
☐ No									
Variable	Item	Description	Extent						
Trust	T1	Airbnb creates the impression that it adheres to its commitments and promises.	1	2	3	4	5	6	
	T2	I believe Airbnb will keep its promises to me.	1	2	3	4	5	6	
	T3	I trust that Airbnb has sufficient safeguards in place to protect me from liability for damage that is not my fault.	1	2	3	4	5	6	
	T4	Overall, Airbnb is trustworthy.	1	2	3	4	5	6	
Perceived Risk	PR1	I am concerned about the privacy of my personal information during a transaction with Airbnb.	1	2	3	4	5	6	
	PR2	Using Airbnb would be risky.	1	2	3	4	5	6	
	PR3	I need a lot more information about the host before I would book from Airbnb.	1	2	3	4	5	6	
Service Quality	SQ1	I am pleased with the reliable experience I have had with Airbnb's accommodation.	1	2	3	4	5	6	
	SQ2	The Airbnb hosts expressed concern and care for me.	1	2	3	4	5	6	
	SQ3	Airbnb's host is responsive and helpful.	1	2	3	4	5	6	
	SQ4	If there is a problem, Airbnb's reservation platform provides the option to speak with a live person.	1	2	3	4	5	6	

Appendix 3 (Continue from the above)

Information Quality	IQ1	When I attempt to make a transaction through Airbnb's reservation platform, I receive sufficient information.	1	2	3	4	5	6
	IQ2	I am satisfied with the information provided by Airbnb's reservation platform.	1	2	3	4	5	6
	IQ3	The information on Airbnb's reservation platform is accurate and well organized.	1	2	3	4	5	6
	IQ4	Airbnb's reservation platform is easy to use.	1	2	3	4	5	6
eWOM	eWOM1	To ensure that I choose the best Airbnb host, I frequently read online reviews from other tourists.	1	2	3	4	5	6
	eWOM2	Before I choose to book an Airbnb, I frequently gather information from tourist reviews online.	1	2	3	4	5	6
	eWOM3	Based on the high rating a host has received from travellers, I believe the host is trustworthy.	1	2	3	4	5	6
	eWOM4	Social media has influenced my perceptions and experiences with Airbnb	1	2	3	4	5	6
Economic Benefits	EB1	I could save money by booking accommodations through Airbnb from local hosts.	1	2	3	4	5	6
	EB2	Airbnb enables me to book travel accommodations at a lower cost than other travel accommodation websites.	1	2	3	4	5	6
	EB3	I can book unique accommodations from Airbnb that are not available on other travel websites.	1	2	3	4	5	6
	EB4	Airbnb assisted me in reducing my travel expenses.	1	2	3	4	5	6
	EB5	Airbnb enables me to have higher-quality lodging while spending less money.	1	2	3	4	5	6
Repurchase Intention	RI1	I would rather book my accommodations from Airbnb rather than other hotels' reservation platforms.	1	2	3	4	5	6
	RI2	The next time, I'm likely to choose Airbnb or another similar sharing option.	1	2	3	4	5	6
	RI3	It's a good idea to use Airbnb to book unique accommodations from local hosts.	1	2	3	4	5	6
	RI4	After the COVID-19, I will continue to book my accommodations through Airbnb.	1	2	3	4	5	6

Appendix 3 (Continue from the above)

Demographic

Which gender are you?

☐ Male ☐ Female

What age group do you belong to?

☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65 or above

What is the highest degree or level of school you have completed?

☐ High school graduate, diploma, or the equivalent

☐ Associate Degree

☐ Bachelor's Degree

☐ Master's Degree

☐ Doctorate Degree

Ethnic origin: Please specify your ethnicity

☐ Asian/ Pacific Islander

☐ Black or African American

☐ Hispanic or Latino

☐ Native American or American Indian

☐ White

☐ Others

Typically, what is the reason for your travel?

☐ Leisure ☐ Business

What is your marital status?

☐ Single ☐ Married or domestic partnership ☐ Windowed/ Divorces/ Separated

Family size: How many kids do you have?

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

-End-

We appreciate your time in responding to this questionnaire.

Appendix 4 Questionnaire for Final Survey

A snowball technique was used to distribute the final questionnaire online to respondents who were 18 or older and had previously used Airbnb while traveling abroad. Participants were required to have prior Airbnb experience because the goal was to discuss some important factors influencing Airbnb repurchase intention using the online questionnaire below:

Travellers' repurchase intention of Airbnb									
Hello, everyone! I'm looking for people to participate in my dissertation. You can participate if you have previously used Airbnb.									
The study is looking into Airbnb's repurchase intentions and will take about 5-6 minutes to complete. Thank you for your time!									
The questionnaire is completely voluntary and anonymous, and participants may withdraw at any time. The responses provided will be used solely for the purposes of this research and will then be deleted.									
Have you ever booked accommodation through Airbnb?									
☐ Yes									
☐ No									
Variable	Item	Description	Extent						
Trust	T1	Airbnb creates the impression that it adheres to its commitments and promises.	1	2	3	4	5	6	
	T2	I believe Airbnb will keep its promises to me.	1	2	3	4	5	6	
	T3	I trust that Airbnb has sufficient safeguards in place to protect me from liability for damage that is not my fault.	1	2	3	4	5	6	
	T4	Overall, Airbnb is trustworthy.	1	2	3	4	5	6	
Perceived Risk	R1	I am concerned about the privacy of my personal information during a transaction with Airbnb.	1	2	3	4	5	6	
	R2	Using Airbnb would be risky.	1	2	3	4	5	6	
	R3	I need a lot more information about the host before I would book from Airbnb.	1	2	3	4	5	6	
	R4	Booking through Airbnb would put me in danger of physical harm.	1	2	3	4	5	6	
	R5	Booking via Airbnb would result in a financial loss for me.	1	2	3	4	5	6	
Service Quality	SQ1	I am pleased with the reliable experience I have had with Airbnb's accommodation.	1	2	3	4	5	6	
	SQ2	The Airbnb hosts expressed concern and care for me.	1	2	3	4	5	6	
	SQ3	Airbnb's host is responsive and helpful.	1	2	3	4	5	6	

Appendix 4 (Continue from the above)

Information Quality	IQ1	When I attempt to make a transaction through Airbnb's reservation platform, I received sufficient information.	1	2	3	4	5	6
	IQ2	I am satisfied with the information provided by Airbnb's reservation platform.	1	2	3	4	5	6
	IQ3	The information on Airbnb's reservation platform is accurate and well organized.	1	2	3	4	5	6
	IQ4	Airbnb's reservation platform is easy to use.	1	2	3	4	5	6
eWOM	eWOM1	To ensure that I choose the best Airbnb host, I frequently read online reviews from other tourists.	1	2	3	4	5	6
	eWOM2	Before I choose to book an Airbnb, I frequently gather information from tourist reviews online.	1	2	3	4	5	6
	eWOM3	Based on the high rating a host has received from travellers, I believe the host is trustworthy.	1	2	3	4	5	6
	eWOM4	Social media has influenced my perceptions and experiences with Airbnb	1	2	3	4	5	6
Economic Benefits	EB1	I could save money by booking accommodations through Airbnb from local hosts.	1	2	3	4	5	6
	EB2	Airbnb enables me to book travel accommodations at a lower cost than other travel accommodation websites.	1	2	3	4	5	6
	EB3	I can book unique accommodations from Airbnb that are not available on other travel websites.	1	2	3	4	5	6
	EB4	Airbnb assisted me in reducing my travel expenses.	1	2	3	4	5	6
	EB5	Airbnb enables me to have higher-quality lodging while spending less money.	1	2	3	4	5	6
Repurchase Intention	RI1	I would rather book my accommodations from Airbnb rather than other hotels' reservation platforms.	1	2	3	4	5	6
	RI2	The next time, I'm likely to choose Airbnb or another similar sharing option.	1	2	3	4	5	6
	RI3	It's a good idea to use Airbnb to book unique accommodations from local hosts.	1	2	3	4	5	6
	RI4	After the COVID-19, I will continue to book my accommodations through Airbnb.	1	2	3	4	5	6

Appendix 4 (Continue from the above)

Demographic

Which gender are you?

☐ Male ☐ Female

What age group do you belong to?

☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65 or above

What is the highest degree or level of school you have completed?

☐ High school graduate, diploma, or the equivalent

☐ Associate Degree ☐ Bachelor's Degree ☐ Master's Degree ☐ Doctorate Degree

Ethnic origin: Please specify your ethnicity

☐ Asian/ Pacific Islander

☐ Black or African American

☐ Hispanic or Latino

☐ Native American or American Indian

☐ White

☐ Others

Typically, what is the reason for your travel?

☐ Leisure

☐ Business

What is your marital status?

☐ Single

☐ Married or domestic partnership

☐ Windowed/ Divorces/ Separated

Family size: How many kids do you have?

☐ 0

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

-End-

We appreciate your time in responding to this questionnaire.